

American Stroke
AssociationSM

A Division of American
Heart Association



The Burden of Cardiovascular Disease in Wisconsin **2005**



Compiled by the
Department of Health and Family Services,
Division of Public Health, Cardiovascular Health Program

The Burden of Cardiovascular Disease in Wisconsin

Prepared by the
American Heart Association Greater Midwest Affiliate
and the
State Cardiovascular Health Program,
Bureau of Community Health and Promotion,
Division of Public Health,
Wisconsin Department of Health and Family Services

This resource booklet provides a county-by-county description, as well as an overall state view, of the burden of cardiovascular disease in Wisconsin. We hope this booklet will serve as a useful resource as we as a state fight against heart disease and stroke.

The mission of the American Heart Association is to reduce death and disability from cardiovascular disease and stroke. Cardiovascular disease is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Stroke is the leading cause of disability. Although there are some risk factors that cannot be modified, a significant reduction in the death and disability from cardiovascular disease could be realized if individuals recognize their risks and make the appropriate behavioral changes.

For questions regarding the data contained within please refer to the technical notes at the end of this booklet. For questions regarding cardiovascular disease, related risk factors or how to improve your cardiovascular health please contact the American Heart Association at 1-800-AHA-USA-1 or www.heart.org.

Introduction

Cardiovascular disease (CVD) is the leading cause of death and one of the leading causes of disability in the United States and in Wisconsin. CVD is a major public health concern and economic burden to the people of Wisconsin. In 2002, there were more than 94,000 hospitalizations for cardiovascular disease in Wisconsin, accounting for approximately \$2.1 billion in hospital expenditures¹.

CVD is defined as all diseases of the heart and blood vessels and includes coronary (ischemic) heart disease (CHD), stroke (cerebrovascular disease), congestive heart failure (CHF), hypertensive disease, and atherosclerosis. Despite three decades of declining CVD death rates, cardiovascular disease remains the leading cause of death for men and women in the United States and in Wisconsin.

In 2003, cardiovascular disease accounted for almost 37% (16,842) of all deaths (46,040) in Wisconsin. This includes 8,179 deaths due to coronary heart disease, 1,414 to congestive heart failure and 3,204 to stroke.

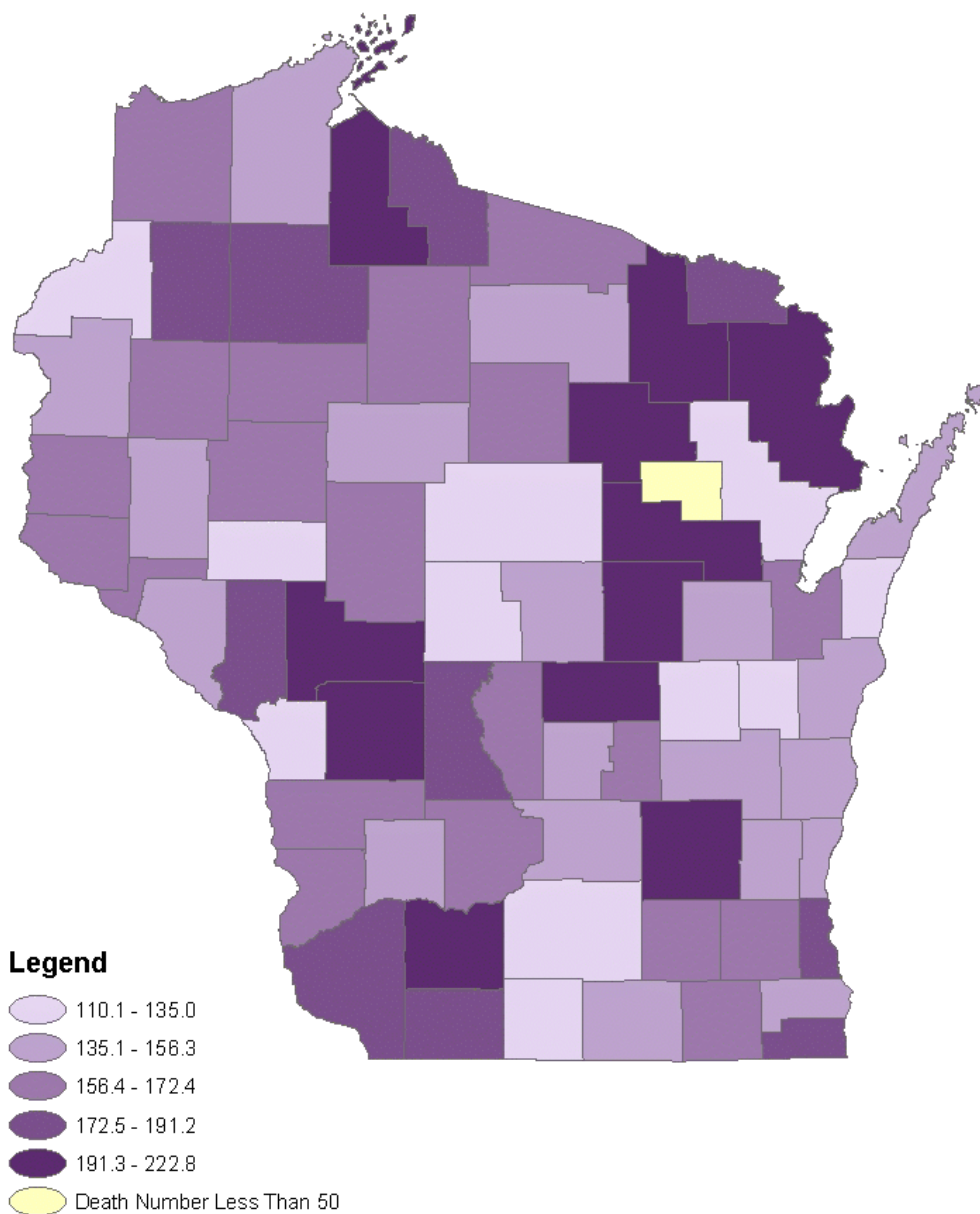
In addition, disparities in coronary heart disease and stroke remain between racial and ethnic populations in Wisconsin. For instance, between 1997-2003, American Indians had a 20% higher age-adjusted coronary heart disease mortality rate than their white counterparts. In the same period of time, African Americans had a 35% higher stroke mortality rate than their white counterparts and Asians also had 8% higher stroke mortality rates than their white counterparts. American Indians had 20 % higher CHD mortality than their white counterparts. Males, for all races, have higher death rates than females for both CHD and stroke².

Risk factors for cardiovascular disease are characteristics that increase a person's chance of developing cardiovascular disease. Some of these risk factors are not modifiable, such as age, gender, and family history of cardiovascular disease. However, many of these risk factors are modifiable and preventable through lifestyle and behavioral changes which can ultimately reduce a person's risk of cardiovascular disease. These modifiable risk factors include tobacco use, physical inactivity, high blood pressure, high cholesterol, poor nutrition, and other conditions such as diabetes, overweight, and obesity³.

Burden of
Cardiovascular Disease
In Wisconsin

MORTALITY RATES

Coronary Heart Disease Death Rate 1997 - 2003



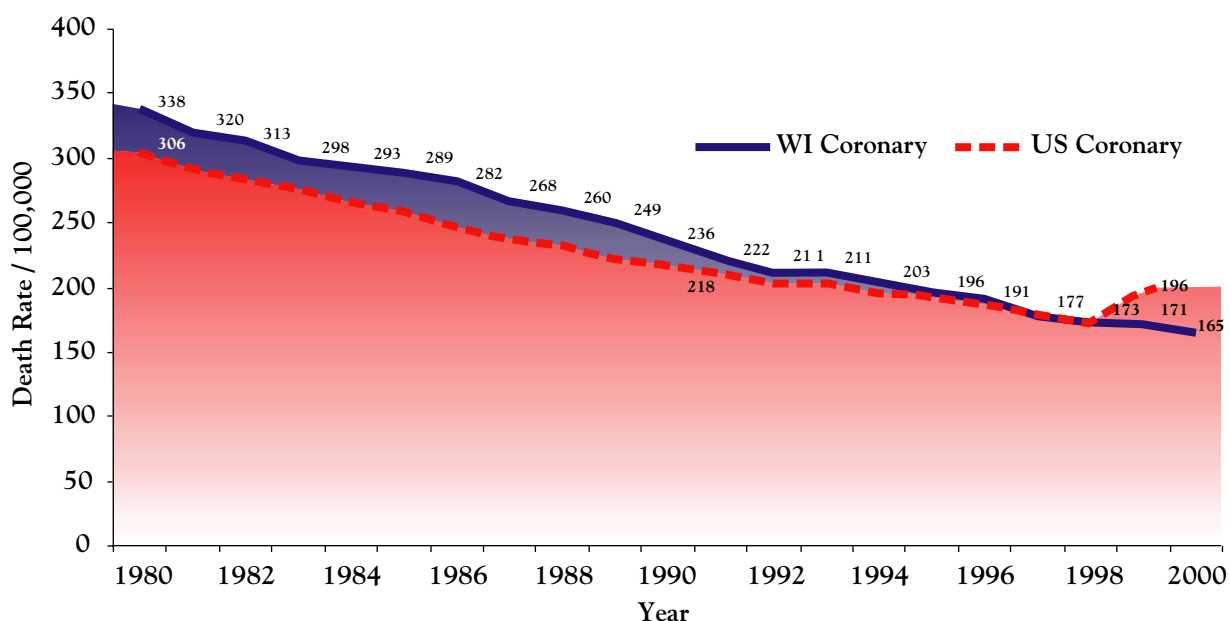
1. Source: Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Deaths, 1997-2003.
2. Death rate is adjusted with U.S. 2000 Standard Population and expressed in per 100,000 population.

Mortality (Deaths)

Although death rates from cardiovascular disease (CVD) have declined since 1980, it still remains the leading cause of death in Wisconsin and the nation.² This section demonstrates trends in coronary heart disease, congestive heart failure, and stroke mortality rates in Wisconsin and the United States since 1980.

In 1999 (the most recent national data), Wisconsin ranked 20th in coronary heart disease mortality (1st being the lowest, or best, mortality rate and 52nd the highest).²

Figure 2:
Age-Adjusted Mortality Rates* for Coronary Heart Disease, Wisconsin, 1980-2000 and the United States, 1980-1999**



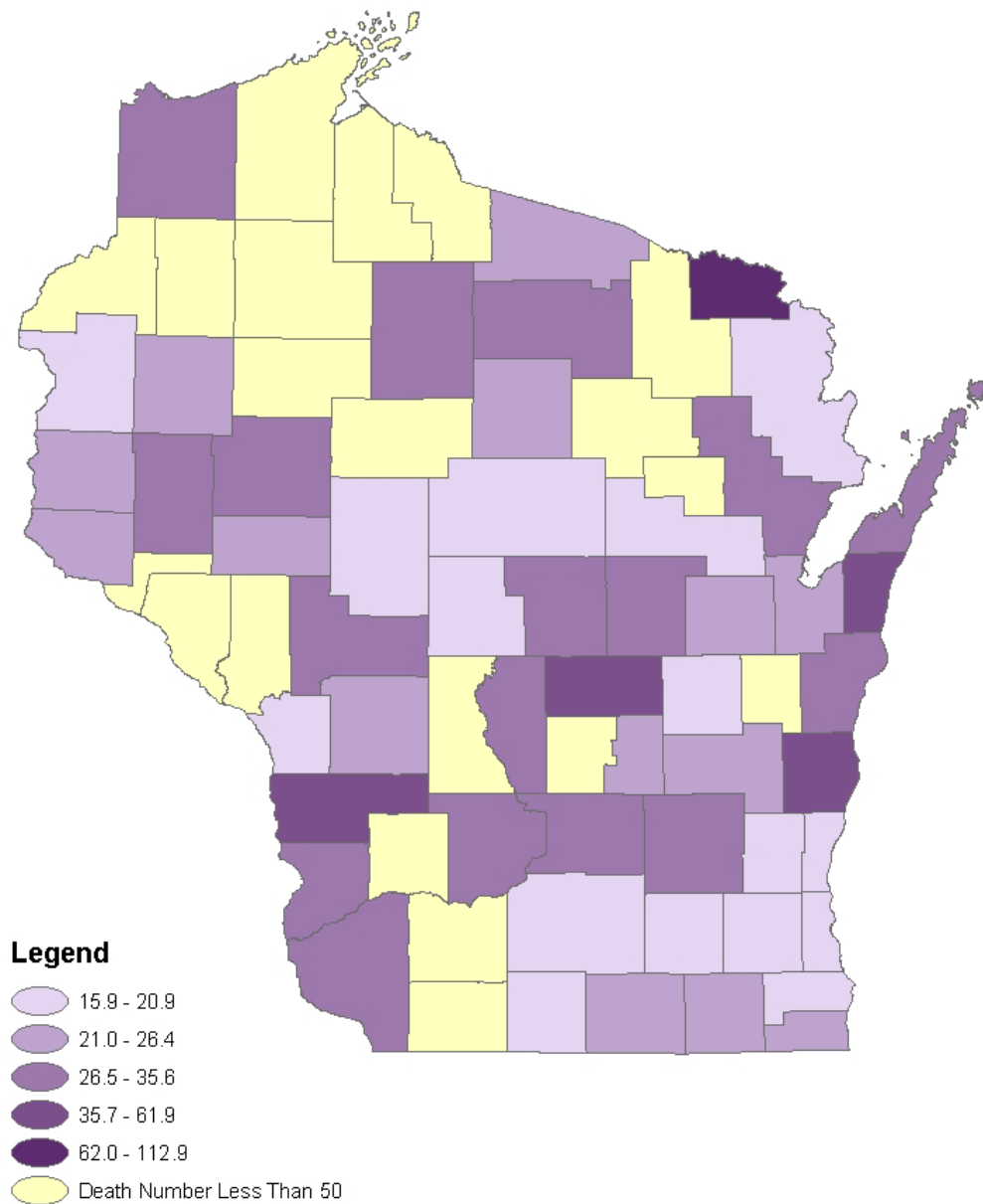
Source: Research and Methods Section, Bureau of Health Information, DHCF, Wisconsin Department of Health and Family Services & American Heart Association (AHA), Biostatistics Consultant, National Center, Dallas TX

* Data labels are shown for all the Wisconsin rates, but for only 1980, 1990, and 1999 for the US rates.

** The Wisconsin data (ICD9: 410-414, 429.2; ICD10: I20-I25) were computed by the Wisconsin Bureau of Health Information and the national data by the American Heart Association (ICD9: 410-414; ICD10: I20-I25). All rates are age-adjusted to the US 2000 Standard Population and expressed in deaths/100,000 population (see Technical Notes).

- Coronary heart disease (CHD) is the major category in CVD; the death rate in 2000 for CHD in Wisconsin was 165 deaths/100,000 population. There was a 51% decline from the rate in 1980 of 338 deaths/100,000 population. This decline, however, is slowing. From 1980-1990 the rate of decline averaged 10.2% per year compared to 6.5% per year from 1990-2000.

Congestive Heart Failure Death Rate 1997 - 2003

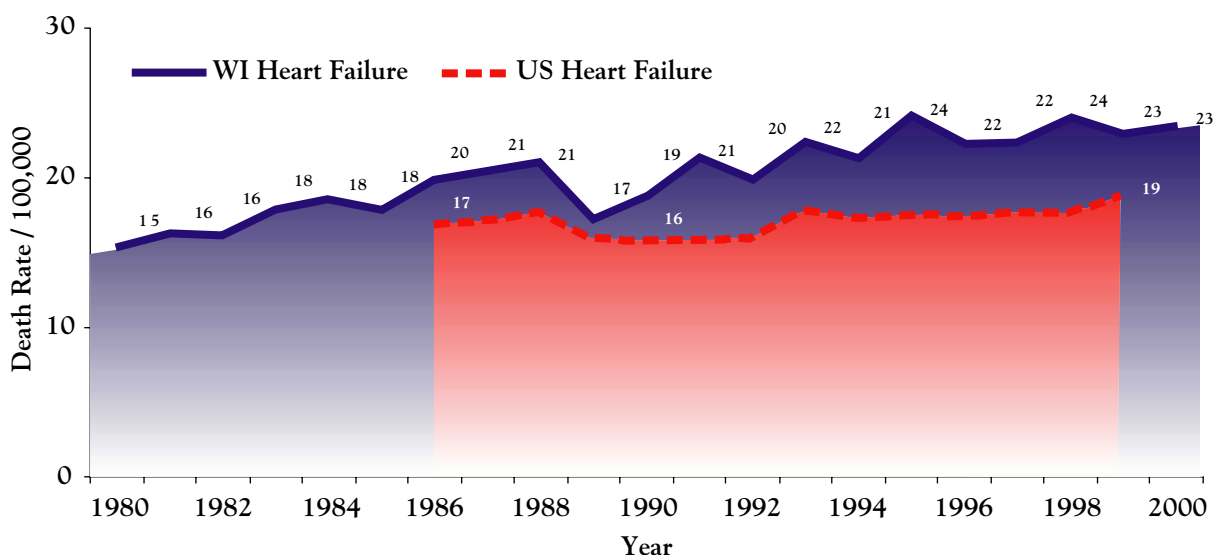


1. Source: Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Deaths, 1997-2003.
2. Death rate is adjusted with U.S. 2000 Standard Population and expressed in per 100,000 population.

Mortality (Deaths)

Deaths from congestive heart failure are increasing in Wisconsin and nationally.² American Heart Association estimates that about 22% of men and 46% of women who survive a heart attack will be disabled from congestive heart failure within six years.²

Figure 3:
Age-Adjusted Mortality Rates* for Congestive Heart Failure, Wisconsin, 1980-2000 and the United States, 1986-1999**



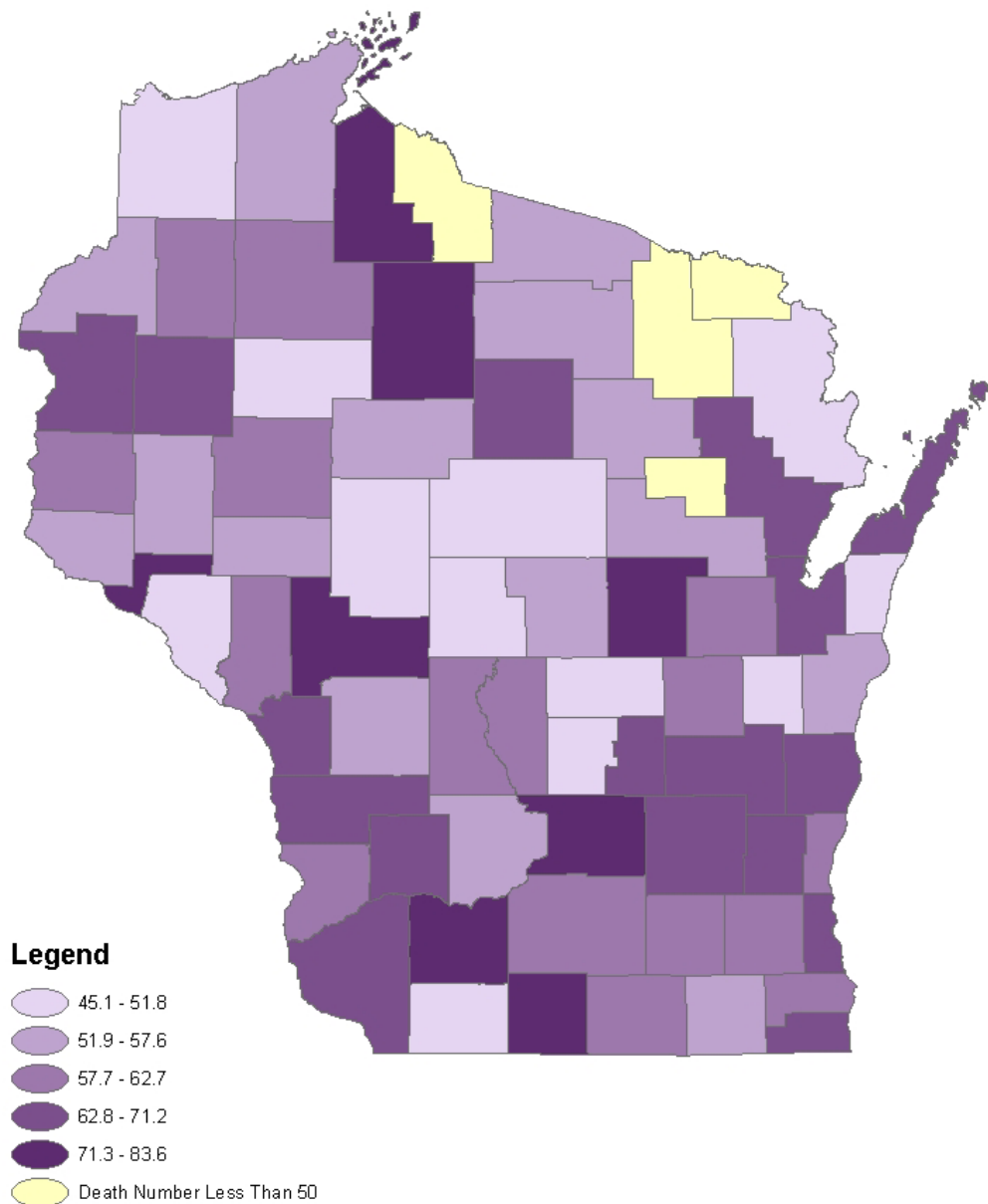
Source: Research and Methods Section, Bureau of Health Information, DHCF, Wisconsin Department of Health and Family Services & American Heart Association (AHA), Biostatistics Consultant, National Center, Dallas TX

*Data labels are shown for all the Wisconsin rates, but for only 1986, 1990, and 1999 for the US rates. 1986 was the first year US data was available from the American Heart Association.

**The Wisconsin data (ICD9: 428; ICD10: I50) were computed by the Wisconsin Bureau of Health Information and the national data by the American Heart Association (ICD9: 428; ICD10: I50). All rates are age-adjusted to the US 2000 Standard Population and expressed in deaths/100,000 population (see Technical Notes.)

- Unlike the trend for most cardiovascular disease, mortality rates for congestive heart failure are increasing.
- In Wisconsin from 1980-2000 the mortality rates increased from 15 to 23 deaths/100,000 or 53%. Wisconsin had consistently higher rates from 1986-1999, when compared with the US.

Stroke Death Rate 1997 - 2003

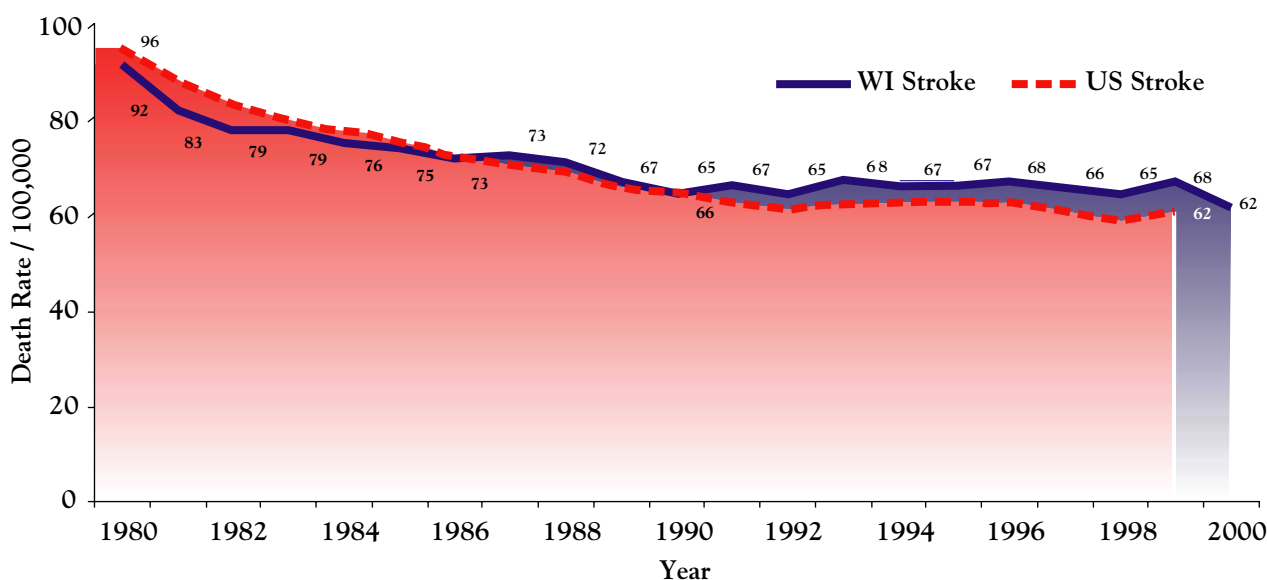


1. Source: Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Deaths, 1997-2003.
2. Death rate is adjusted with U.S. 2000 Standard Population and expressed in per 100,000 population.

Mortality (Deaths)

Stroke is the leading cause of serious long-term disability in the United States. In 1999 there were more than 1.1 million adults who reported difficulty with functional limitations and activities of daily living resulting from stroke.²

Figure 4:
Age-Adjusted Mortality Rates* for Stroke, Wisconsin, 1980-2000
and the United States, 1980-1999**



Source: Research and Methods Section, Bureau of Health Information, DHCF, Wisconsin Department of Health and Family Services & American Heart Association (AHA), Biostatistics Consultant, National Center, Dallas TX

* Data labels are shown for all the Wisconsin rates, but for only 1980, 1990, and 1999 for the US rates.

** The Wisconsin data (ICD9: 430-438; ICD10: I60-69) were computed by the Wisconsin Bureau of Health Information and the national data by the American Heart Association (ICD9: 430-438; ICD10: I60-69). All rates are age-adjusted to the US 2000 Standard Population and expressed in deaths/100,000 population (see Technical Notes).

- During the time period from 1980 to 2000, stroke mortality rate declined 31% in Wisconsin and 34% nationally.
- Since 1986, stroke mortality rate in Wisconsin has been greater or equal to the US mortality rate. In 1999 (the most recent national data), Wisconsin ranked 38th in stroke deaths (1st being the lowest, or best, mortality rate and 52nd the highest).²

Burden of
Cardiovascular Disease
In Wisconsin
STATEWIDE

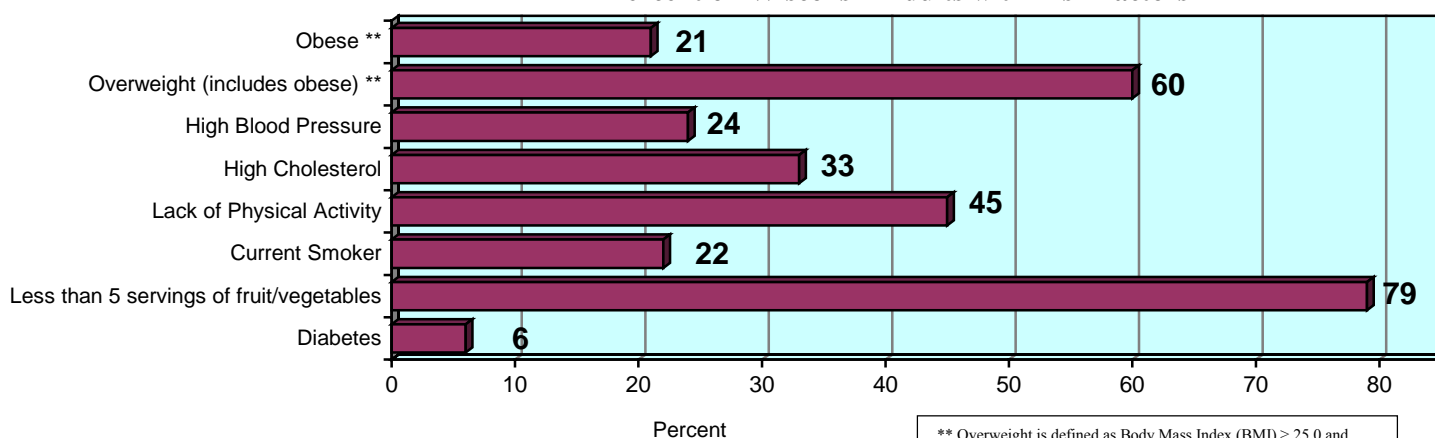
Wisconsin



State of Wisconsin			
	Male	Female	All
Population 2003	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000 population), 1997-2003			
♦ Coronary Heart Disease	216.1	116.9	159.2
♦ Congestive Heart Failure	25.68	21.0	22.9
♦ Stroke	64.0	58.6	61.3
♦ Total Cost⁴	\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Wisconsin Adults with Risk Factors***



** Overweight is defined as Body Mass Index (BMI) ≥ 25.0 and Obesity is defined as Body Mass Index (BMI) ≥ 30.0
*** Behavioral Risk Factor Surveillance System 2003

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Wisconsin is staggering. In 2005, the estimated total cost was over \$7 billion dollars. Total cost includes direct cost, such as health care provider visits, hospital, and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25\text{Kg/m}^2$ and obese defined as BMI $\geq 30\text{ Kg/m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Wisconsin

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-139/80-89 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every five years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Fit in at least 30 minutes a day of accumulated moderate physical activity (for example, walking, housework, or gardening) for 5 or more days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for the goal of fasting blood glucose between 90-130 mg/dl, A1c < 7%, and blood pressure < 130/80 mmHg.

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Burden of
Cardiovascular Disease
In Wisconsin

COUNTY – BY – COUNTY

Adams County



	Adams County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	11,089	9,485	20,574	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	217.7	112.6	166.0	216.1	116.9	159.2
♦ Congestive Heart Failure	32.9	23.7	28.6	25.68	21.0	22.9
♦ Stroke	51.7	67.4	61.4	64.0	58.6	61.3
♦ Total Cost⁴	\$27,925,660			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Adams County	State of Wisconsin
Obese (BMI ≥ 30)***	25%	21%
Overweight (includes obese) (BMI ≥ 25)	66%	60%
High blood pressure	41%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	60%	45%
Current smoker	26%	22%
Less than 5 servings of fruits or vegetables	75%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Adams County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Adams County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Adams County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

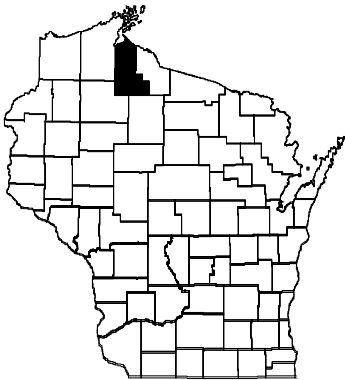
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Ashland County



	Ashland County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	8,294	8,554	16,848	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	259.0	162.8	207.1	216.1	116.9	159.2
♦ Congestive Heart Failure	19.6	20.6	21.4	25.68	21.0	22.9
♦ Stroke	104.9	62.7	79.4	64.0	58.6	61.3
♦ Total Cost⁴	\$22,868,257			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Ashland County	State of Wisconsin
Obese (BMI ≥ 30)***	15%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	26%	24%
High cholesterol	26%	33%
Lack of physical activity (Lack of exercise)	53%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	71%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Ashland County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Ashland County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Ashland County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

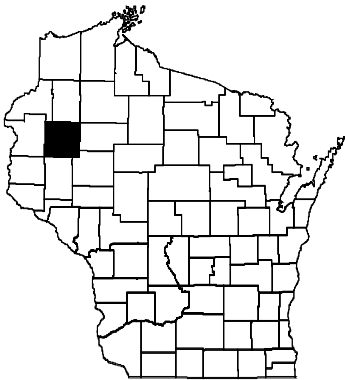
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Barron County



	Barron County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	22,764	23,214	45,978	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	225.0	123.1	169.2	216.1	116.9	159.2
♦ Congestive Heart Failure	24.9	21.5	23.1	25.68	21.0	22.9
♦ Stroke	71.5	60.9	65.0	64.0	58.6	61.3
♦ Total Cost⁴	\$62,407,212			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Barron County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	58%	60%
High blood pressure	26%	24%
High cholesterol	35%	33%
Lack of physical activity (Lack of exercise)	63%	45%
Current smoker	27%	22%
Less than 5 servings of fruits or vegetables	82%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Barron County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Barron County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Barron County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

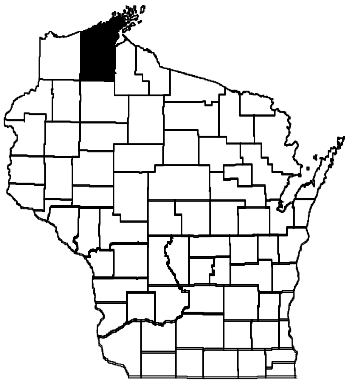
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Bayfield County



	Bayfield County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	7,747	7,603	15,350	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	214.6	82.8	143.0	216.1	116.9	159.2
♦ Congestive Heart Failure	21.1	20.7	20.7	25.68	21.0	22.9
♦ Stroke	52.9	57.5	55.8	64.0	58.6	61.3
♦ Total Cost⁴	\$20,834,980			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Bayfield County	State of Wisconsin
Obese (BMI ≥ 30)***	15%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	26%	24%
High cholesterol	26%	33%
Lack of physical activity (Lack of exercise)	53%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	71%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Bayfield County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Bayfield County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Bayfield County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Brown County



	Brown County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	117,372	118,095	235,467	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	236.3	118.4	165.6	216.1	116.9	159.2
♦ Congestive Heart Failure	25.0	26.4	26.4	25.68	21.0	22.9
♦ Stroke	66.6	61.0	63.5	64.0	58.6	61.3
♦ Total Cost⁴	\$319,605,876			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Brown County	State of Wisconsin
Obese (BMI ≥ 30)***	18%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	22%	24%
High cholesterol	25%	33%
Lack of physical activity (Lack of exercise)	65%	45%
Current smoker	22%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Brown County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Brown County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25 kg/m² and obese defined as BMI ≥ 30 kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Brown County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

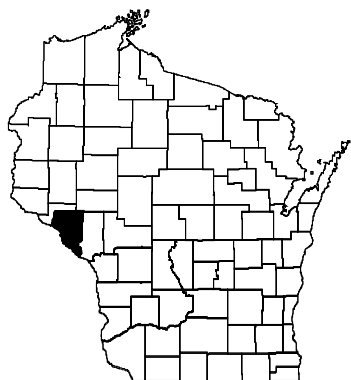
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Buffalo County



	Buffalo County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	7,002	6,940	13,942	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	205.1	87.5	141.6	216.1	116.9	159.2
♦ Congestive Heart Failure	37.6	32.0	35.8	25.68	21.0	22.9
♦ Stroke	50.8	42.7	47.0	64.0	58.6	61.3
♦ Total Cost⁴	\$18,923,862			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Buffalo County	State of Wisconsin
Obese (BMI ≥ 30)***	27%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	26%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	18%	22%
Less than 5 servings of fruits or vegetables	77%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Buffalo County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Buffalo County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Buffalo County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Burnett County



	Burnett County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	8,189	8,057	16,246	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	159.6	69.8	114.5	216.1	116.9	159.2
♦ Congestive Heart Failure	26.6	26.9	27.2	25.68	21.0	22.9
♦ Stroke	51.1	56.4	55.3	64.0	58.6	61.3
♦ Total Cost⁴	\$22,051,145			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Burnett County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	66%	60%
High blood pressure	22%	24%
High cholesterol	26%	33%
Lack of physical activity (Lack of exercise)	75%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Burnett County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Burnett County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Burnett County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

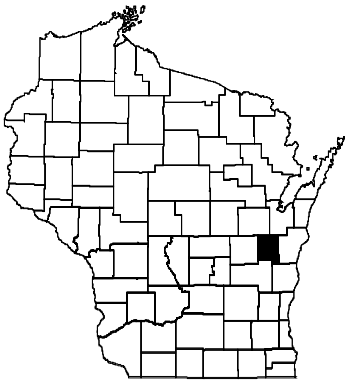
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Calumet County



	Calumet County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	21,912	21,875	43,787	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	153.4	89.9	120.1	216.1	116.9	159.2
♦ Congestive Heart Failure	26.5	14.3	18.8	25.68	21.0	22.9
♦ Stroke	51.4	46.7	48.6	64.0	58.6	61.3
♦ Total Cost⁴	\$59,433,307			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Calumet County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	60%	60%
High blood pressure	19%	24%
High cholesterol	24%	33%
Lack of physical activity (Lack of exercise)	60%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	76%	79%
Diabetes	8%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Calumet County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Calumet County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Calumet County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

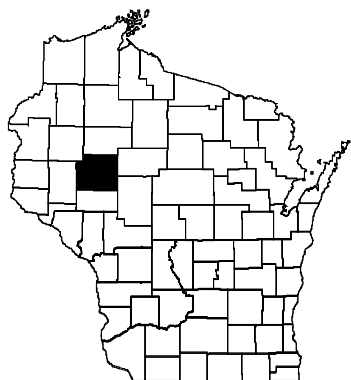
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Chippewa County



	Chippewa County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	29,254	28,601	57,855	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	223.6	126.0	168.4	216.1	116.9	159.2
♦ Congestive Heart Failure	29.7	25.8	27.5	25.68	21.0	22.9
♦ Stroke	61.5	58.1	60.1	64.0	58.6	61.3
♦ Total Cost⁴	\$78,528,193			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Chippewa County	State of Wisconsin
Obese (BMI ≥ 30)***	21%	21%
Overweight (includes obese) (BMI ≥ 25)	59%	60%
High blood pressure	25%	24%
High cholesterol	26%	33%
Lack of physical activity (Lack of exercise)	62%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	75%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Chippewa County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Chippewa County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25 kg/m² and obese defined as BMI ≥ 30 kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Chippewa County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

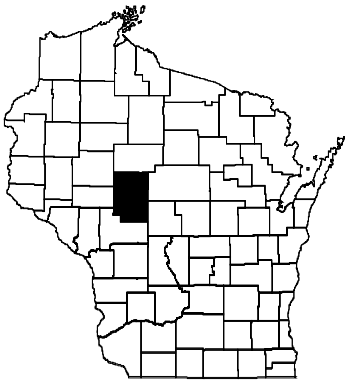
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Clark County



	Clark County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	17,054	17,054	34,108	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	207.5	122.2	161.7	216.1	116.9	159.2
♦ Congestive Heart Failure	22.9	11.5	15.9	25.68	21.0	22.9
♦ Stroke	53.4	49.3	51.8	64.0	58.6	61.3
♦ Total Cost⁴	\$46,295,732			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Clark County	State of Wisconsin
Obese (BMI ≥ 30)***	24%	21%
Overweight (includes obese) (BMI ≥ 25)	60%	60%
High blood pressure	18%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	67%	45%
Current smoker	26%	22%
Less than 5 servings of fruits or vegetables	77%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Clark County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Clark County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Clark County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

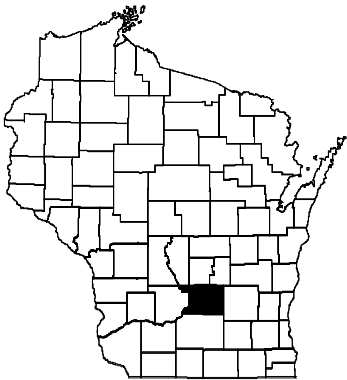
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Columbia County



	Columbia County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	27,381	26,801	54,182	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	196.0	112.0	149.7	216.1	116.9	159.2
♦ Congestive Heart Failure	28.1	24.8	27.0	25.68	21.0	22.9
♦ Stroke	75.5	80.9	79.6	64.0	58.6	61.3
♦ Total Cost⁴	\$73,542,728			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Columbia County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	62%	60%
High blood pressure	28%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	61%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	81%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Columbia County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Columbia County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Columbia County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

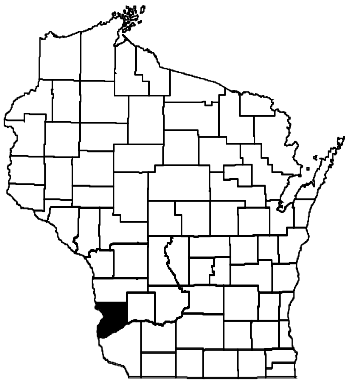
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Crawford County



	Crawford County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	8,740	8,541	17,281	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	202.9	126.0	161.8	216.1	116.9	159.2
♦ Congestive Heart Failure	46.6	23.3	31.9	25.68	21.0	22.9
♦ Stroke	73.9	55.3	61.4	64.0	58.6	61.3
♦ Total Cost⁴	\$23,455,980			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Crawford County	State of Wisconsin
Obese (BMI ≥ 30)***	21%	21%
Overweight (includes obese) (BMI ≥ 25)	70%	60%
High blood pressure	26%	24%
High cholesterol	28%	33%
Lack of physical activity (Lack of exercise)	67%	45%
Current smoker	27%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Crawford County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Crawford County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Crawford County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

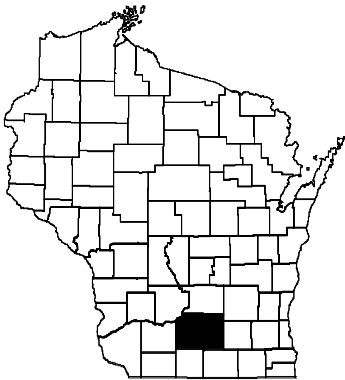
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Dane County



	Dane County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	222,192	226,261	448,453	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	171.5	91.1	124.6	216.1	116.9	159.2
♦ Congestive Heart Failure	21.8	19.3	20.4	25.68	21.0	22.9
♦ Stroke	60.4	61.8	62.3	64.0	58.6	61.3
♦ Total Cost⁴	\$608,697,668			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Dane County	State of Wisconsin
Obese (BMI ≥ 30)***	15%	21%
Overweight (includes obese) (BMI ≥ 25)	51%	60%
High blood pressure	19%	24%
High cholesterol	25%	33%
Lack of physical activity (Lack of exercise)	58%	45%
Current smoker	18%	22%
Less than 5 servings of fruits or vegetables	75%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Dane County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Dane County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Dane County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

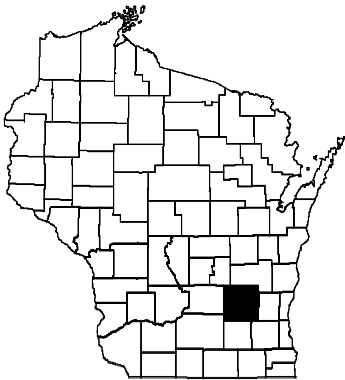
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Dodge County



	Dodge County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	45,976	41,689	87,665	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	243.5	156.2	195.0	216.1	116.9	159.2
♦ Congestive Heart Failure	32.1	28.7	30.5	25.68	21.0	22.9
♦ Stroke	73.9	67.4	70.9	64.0	58.6	61.3
♦ Total Cost⁴	\$118,990,131			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Dodge County	State of Wisconsin
Obese (BMI ≥ 30)***	28%	21%
Overweight (includes obese) (BMI ≥ 25)	65%	60%
High blood pressure	25%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	59%	45%
Current smoker	21%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	6%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Dodge County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Dodge County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Dodge County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Door County



	Door County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	14,189	14,590	28,779	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	200.6	96.0	142.7	216.1	116.9	159.2
♦ Congestive Heart Failure	27.3	29.1	28.8	25.68	21.0	22.9
♦ Stroke	67.1	70.8	71.2	64.0	58.6	61.3
♦ Total Cost⁴	\$39,062,533			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Door County	State of Wisconsin
Obese (BMI ≥ 30)***	22%	21%
Overweight (includes obese) (BMI ≥ 25)	61%	60%
High blood pressure	33%	24%
High cholesterol	30%	33%
Lack of physical activity (Lack of exercise)	59%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	76%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Door County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Door County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Door County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

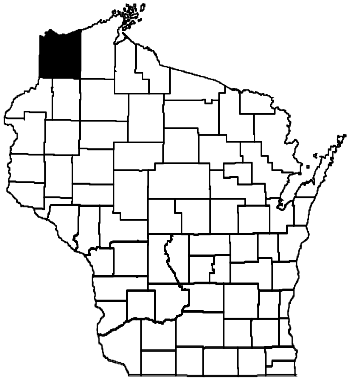
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Douglas County



	Douglas County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	21,596	22,195	43,791	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	243.0	115.0	168.0	216.1	116.9	159.2
♦ Congestive Heart Failure	34.5	31.1	32.6	25.68	21.0	22.9
♦ Stroke	59.1	44.2	49.1	64.0	58.6	61.3
♦ Total Cost⁴	\$59,438,736			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Douglas County	State of Wisconsin
Obese (BMI ≥ 30)***	21%	21%
Overweight (includes obese) (BMI ≥ 25)	68%	60%
High blood pressure	24%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	66%	45%
Current smoker	31%	22%
Less than 5 servings of fruits or vegetables	84%	79%
Diabetes	10%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Douglas County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Douglas County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Douglas County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

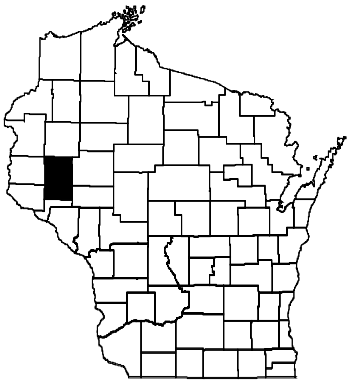
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Dunn County



	Dunn County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	20,892	20,497	41,389	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	209.1	86.8	141.0	216.1	116.9	159.2
♦ Congestive Heart Failure	35.7	24.3	29.4	25.68	21.0	22.9
♦ Stroke	63.9	46.1	52.9	64.0	58.6	61.3
♦ Total Cost⁴	\$56,178,435			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Dunn County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	56%	60%
High blood pressure	28%	24%
High cholesterol	27%	33%
Lack of physical activity (Lack of exercise)	57%	45%
Current smoker	32%	22%
Less than 5 servings of fruits or vegetables	71%	79%
Diabetes	2%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Dunn County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Dunn County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Dunn County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Eau Claire County



	Eau Claire County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	46,260	49,172	95,432	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	170.0	90.9	124.4	216.1	116.9	159.2
♦ Congestive Heart Failure	26.6	19.3	21.4	25.68	21.0	22.9
♦ Stroke	65.5	52.3	57.6	64.0	58.6	61.3
♦ Total Cost⁴	\$129,532,495			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Eau Claire County	State of Wisconsin
Obese (BMI ≥ 30)***	19%	21%
Overweight (includes obese) (BMI ≥ 25)	54%	60%
High blood pressure	21%	24%
High cholesterol	31%	33%
Lack of physical activity (Lack of exercise)	51%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	72%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Eau Claire County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Eau Claire County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Eau Claire County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

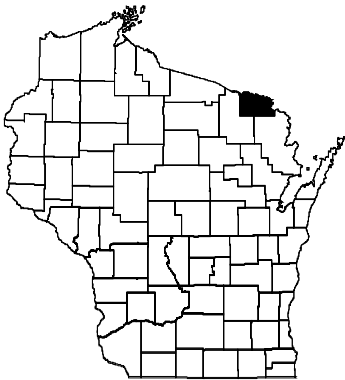
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Florence County



	Florence County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	2,638	2,526	5,164	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	262.3	118.1	176.7	216.1	116.9	159.2
♦ Congestive Heart Failure	92.6	125.2	112.9	25.68	21.0	22.9
♦ Stroke	34.0	62.4	49.9	64.0	58.6	61.3
♦ Total Cost⁴	\$7,009,240			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Florence County	State of Wisconsin
Obese (BMI ≥ 30)***	27%	21%
Overweight (includes obese) (BMI ≥ 25)	65%	60%
High blood pressure	28%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	84%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Florence County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Florence County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Florence County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

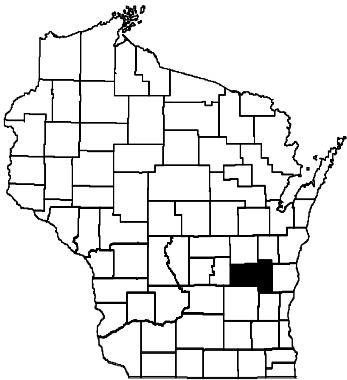
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Fond du Lac County



	Fond du Lac County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	48,300	50,581	98,881	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	211.8	107.0	150.7	216.1	116.9	159.2
♦ Congestive Heart Failure	24.1	20.3	21.9	25.68	21.0	22.9
♦ Stroke	70.6	58.4	63.8	64.0	58.6	61.3
♦ Total Cost⁴	\$134,213,918			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Fond du Lac County	State of Wisconsin
Obese (BMI ≥ 30)***	25%	21%
Overweight (includes obese) (BMI ≥ 25)	63%	60%
High blood pressure	26%	24%
High cholesterol	24%	33%
Lack of physical activity (Lack of exercise)	66%	45%
Current smoker	25%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	6%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Fond du Lac County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Fond du Lac County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Fond du Lac County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

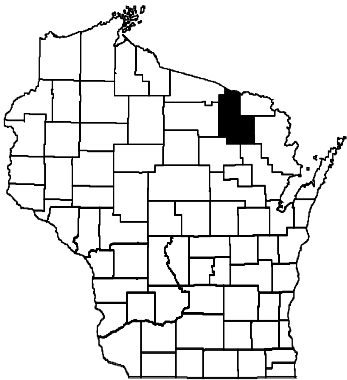
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Forest County



	Forest County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	5,041	5,055	10,096	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	247.8	150.0	195.2	216.1	116.9	159.2
♦ Congestive Heart Failure	45.2	24.6	32.5	25.68	21.0	22.9
♦ Stroke	51.7	42.9	47.0	64.0	58.6	61.3
♦ Total Cost⁴	\$13,703,580			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Forest County	State of Wisconsin
Obese (BMI ≥ 30)***	27%	21%
Overweight (includes obese) (BMI ≥ 25)	65%	60%
High blood pressure	28%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	84%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Forest County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Forest County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Forest County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Grant County



	Grant County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	25,531	24,522	50,053	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	257.2	129.3	181.8	216.1	116.9	159.2
♦ Congestive Heart Failure	43.1	29.4	35.0	25.68	21.0	22.9
♦ Stroke	67.4	63.6	64.6	64.0	58.6	61.3
♦ Total Cost⁴	\$67,938,322			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Grant County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	61%	60%
High blood pressure	24%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	56%	45%
Current smoker	25%	22%
Less than 5 servings of fruits or vegetables	82%	79%
Diabetes	9%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Grant County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Grant County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Grant County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

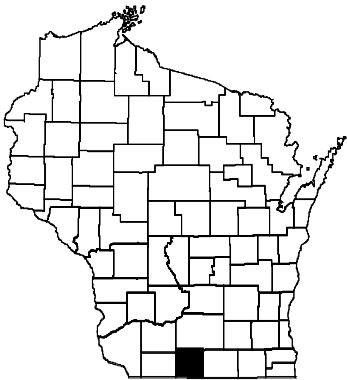
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Green County



	Green County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	17,079	17,624	34,703	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	200.2	87.2	135.0	216.1	116.9	159.2
♦ Congestive Heart Failure	20.3	17.8	18.7	25.68	21.0	22.9
♦ Stroke	78.2	75.6	77.4	64.0	58.6	61.3
♦ Total Cost⁴	\$47,103,342			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Green County	State of Wisconsin
Obese (BMI ≥ 30)***	12%	21%
Overweight (includes obese) (BMI ≥ 25)	50%	60%
High blood pressure	15%	24%
High cholesterol	24%	33%
Lack of physical activity (Lack of exercise)	63%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Green County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Green County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Green County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

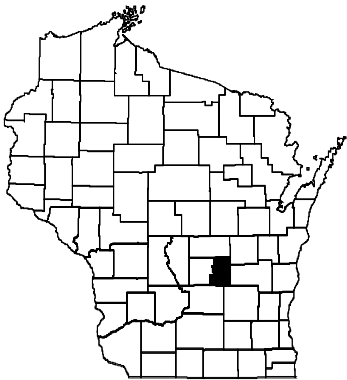
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Green Lake County



	Green Lake County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	9,520	9,743	19,263	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	212.9	123.5	160.0	216.1	116.9	159.2
♦ Congestive Heart Failure	30.6	21.3	26.0	25.68	21.0	22.9
♦ Stroke	67.7	60.7	64.2	64.0	58.6	61.3
♦ Total Cost⁴	\$26,146,203			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Green Lake County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	63%	60%
High blood pressure	25%	24%
High cholesterol	39%	33%
Lack of physical activity (Lack of exercise)	68%	45%
Current smoker	28%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Green Lake County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Green Lake County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Green Lake County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

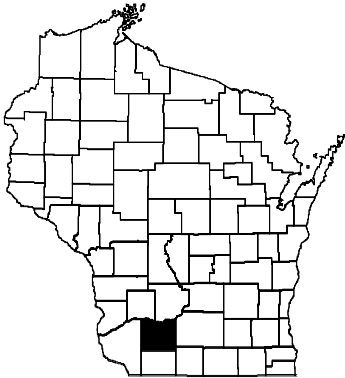
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Iowa County



	Iowa County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	11,673	11,747	23,420	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	248.3	161.0	196.4	216.1	116.9	159.2
♦ Congestive Heart Failure	20.1	19.7	20.5	25.68	21.0	22.9
♦ Stroke	84.7	75.7	81.1	64.0	58.6	61.3
♦ Total Cost⁴	\$31,788,614			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Iowa County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	53%	60%
High blood pressure	21%	24%
High cholesterol	34%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Iowa County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Iowa County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Iowa County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

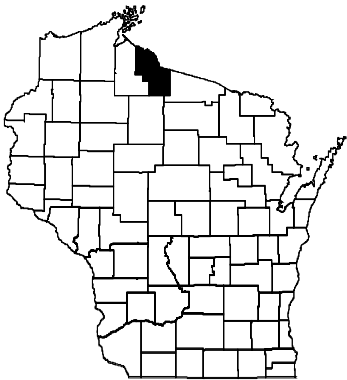
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Iron County



	Iron County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	3,375	3,497	6,872	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	253.3	141.4	189.1	216.1	116.9	159.2
♦ Congestive Heart Failure	23.2	28.5	27.1	25.68	21.0	22.9
♦ Stroke	46.9	48.7	47.3	64.0	58.6	61.3
♦ Total Cost⁴	\$9,327,556			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Iron County	State of Wisconsin
Obese (BMI ≥ 30)***	15%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	26%	24%
High cholesterol	26%	33%
Lack of physical activity (Lack of exercise)	53%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	71%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Iron County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Iron County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Iron County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

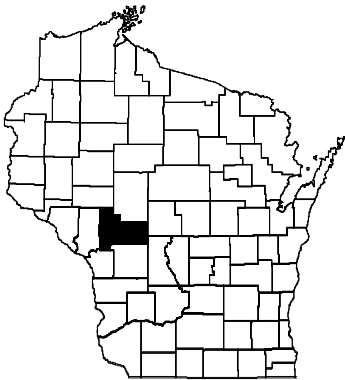
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Jackson County



	Jackson County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	10,479	9,108	19,587	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	271.6	138.1	198.9	216.1	116.9	159.2
♦ Congestive Heart Failure	44.2	25.4	32.7	25.68	21.0	22.9
♦ Stroke	83.4	73.1	76.5	64.0	58.6	61.3
♦ Total Cost⁴	\$26,585,977			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Jackson County	State of Wisconsin
Obese (BMI ≥ 30)***	27%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	26%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	18%	22%
Less than 5 servings of fruits or vegetables	77%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Jackson County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Jackson County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25 \text{ kg}/\text{m}^2$ and obese defined as BMI $\geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Jackson County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

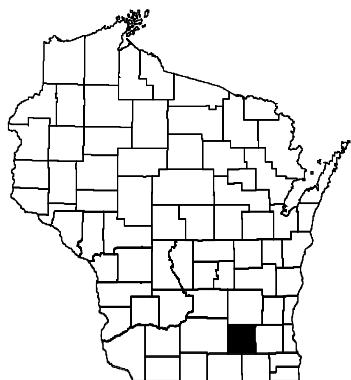
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Jefferson County



	Jefferson County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	38,519	39,339	77,858	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	227.6	123.1	167.7	216.1	116.9	159.2
♦ Congestive Heart Failure	23.1	13.9	17.7	25.68	21.0	22.9
♦ Stroke	60.8	58.5	59.6	64.0	58.6	61.3
♦ Total Cost⁴	\$105,678,818			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Jefferson County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	58%	60%
High blood pressure	25%	24%
High cholesterol	36%	33%
Lack of physical activity (Lack of exercise)	67%	45%
Current smoker	27%	22%
Less than 5 servings of fruits or vegetables	82%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Jefferson County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Jefferson County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25 \text{ kg}/\text{m}^2$ and obese defined as BMI $\geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Jefferson County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

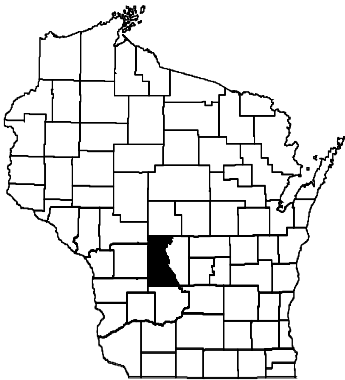
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Juneau County



	Juneau County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	12,689	12,588	25,277	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	255.5	133.2	188.4	216.1	116.9	159.2
♦ Congestive Heart Failure	11.4	10.3	10.7	25.68	21.0	22.9
♦ Stroke	62.7	55.6	58.9	64.0	58.6	61.3
♦ Total Cost⁴	\$34,309,172			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Juneau County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	63%	60%
High blood pressure	25%	24%
High cholesterol	39%	33%
Lack of physical activity (Lack of exercise)	68%	45%
Current smoker	28%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Juneau County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Juneau County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Juneau County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Kenosha County



	Kenosha County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	77,169	78,344	155,513	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	248.8	133.6	179.9	216.1	116.9	159.2
♦ Congestive Heart Failure	24.9	23.7	24.2	25.68	21.0	22.9
♦ Stroke	73.1	66.3	69.8	64.0	58.6	61.3
♦ Total Cost⁴	\$211,082,099			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Kenosha County	State of Wisconsin
Obese (BMI ≥ 30)***	21%	21%
Overweight (includes obese) (BMI ≥ 25)	60%	60%
High blood pressure	26%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	70%	45%
Current smoker	36%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Kenosha County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Kenosha County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Kenosha County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Kewaunee County



	Kewaunee County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	10,354	10,298	20,652	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	172.0	80.5	121.9	216.1	116.9	159.2
♦ Congestive Heart Failure	79.2	50.2	61.9	25.68	21.0	22.9
♦ Stroke	49.4	51.5	51.8	64.0	58.6	61.3
♦ Total Cost⁴	\$28,031,531			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Kewaunee County	State of Wisconsin
Obese (BMI ≥ 30)***	24%	21%
Overweight (includes obese) (BMI ≥ 25)	69%	60%
High blood pressure	36%	24%
High cholesterol	34%	33%
Lack of physical activity (Lack of exercise)	63%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	81%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Kewaunee County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Kewaunee County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Kewaunee County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

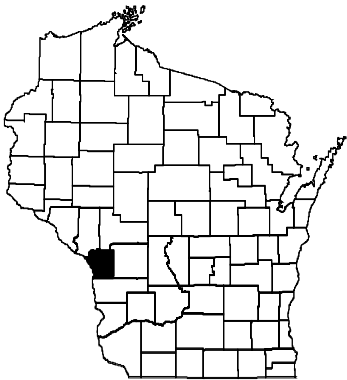
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

La Crosse County



	La Crosse County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	52,926	56,081	109,007	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	185.5	88.7	129.1	216.1	116.9	159.2
♦ Congestive Heart Failure	26.2	17.1	20.3	25.68	21.0	22.9
♦ Stroke	73.1	62.7	67.5	64.0	58.6	61.3
♦ Total Cost⁴	\$147,958,218			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	La Crosse County	State of Wisconsin
Obese (BMI ≥ 30)***	16%	21%
Overweight (includes obese) (BMI ≥ 25)	52%	60%
High blood pressure	18%	24%
High cholesterol	29%	33%
Lack of physical activity (Lack of exercise)	62%	45%
Current smoker	28%	22%
Less than 5 servings of fruits or vegetables	82%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in La Crosse County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for La Crosse County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25 \text{ kg}/\text{m}^2$ and obese defined as BMI $\geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

La Crosse County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

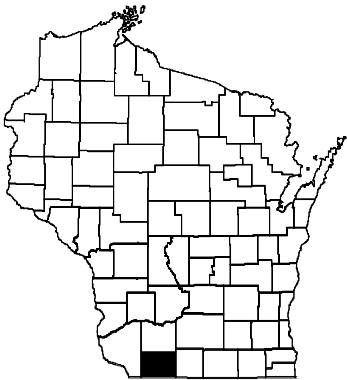
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Lafayette County



	Lafayette County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	8,140	8,166	16,306	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	249.6	121.9	179.5	216.1	116.9	159.2
♦ Congestive Heart Failure	32.0	17.8	22.2	25.68	21.0	22.9
♦ Stroke	46.1	47.3	48.0	64.0	58.6	61.3
♦ Total Cost⁴	\$22,132,585			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Lafayette County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	53%	60%
High blood pressure	21%	24%
High cholesterol	34%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Lafayette County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Lafayette County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Lafayette County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

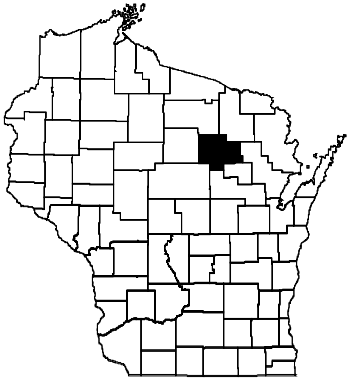
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Langlade County



	Langlade County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	10,471	10,562	21,033	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	265.0	153.4	201.2	216.1	116.9	159.2
♦ Congestive Heart Failure	17.0	9.1	12.5	25.68	21.0	22.9
♦ Stroke	57.7	47.8	53.4	64.0	58.6	61.3
♦ Total Cost⁴	\$28,548,673			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Langlade County	State of Wisconsin
Obese (BMI ≥ 30)***	27%	21%
Overweight (includes obese) (BMI ≥ 25)	65%	60%
High blood pressure	28%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	84%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Langlade County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Langlade County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Langlade County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Lincoln County



	Lincoln County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	15,065	15,060	30,125	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	232.5	121.7	168.5	216.1	116.9	159.2
♦ Congestive Heart Failure	24.1	24.9	24.7	25.68	21.0	22.9
♦ Stroke	66.0	62.0	64.6	64.0	58.6	61.3
♦ Total Cost⁴	\$40,889,496			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Lincoln County	State of Wisconsin
Obese (BMI ≥ 30)***	18%	21%
Overweight (includes obese) (BMI ≥ 25)	63%	60%
High blood pressure	26%	24%
High cholesterol	43%	33%
Lack of physical activity (Lack of exercise)	65%	45%
Current smoker	27%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Lincoln County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Lincoln County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Lincoln County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

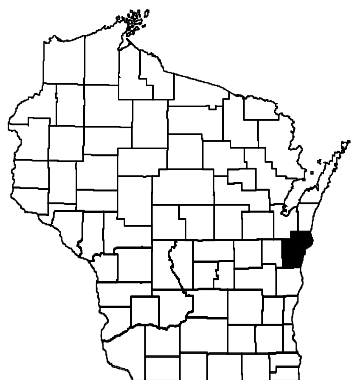
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Manitowoc County



	Manitowoc County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	41,474	41,979	83,453	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	207.9	114.3	155.4	216.1	116.9	159.2
♦ Congestive Heart Failure	34.0	26.5	29.5	25.68	21.0	22.9
♦ Stroke	62.7	54.6	57.1	64.0	58.6	61.3
♦ Total Cost⁴	\$113,273,066			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Manitowoc County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	26%	24%
High cholesterol	37%	33%
Lack of physical activity (Lack of exercise)	70%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	77%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Manitowoc County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Manitowoc County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Manitowoc County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Marathon County



	Marathon County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	64,294	64,354	128,648	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	145.8	81.4	110.1	216.1	116.9	159.2
♦ Congestive Heart Failure	21.0	19.4	20.4	25.68	21.0	22.9
♦ Stroke	47.0	49.5	48.9	64.0	58.6	61.3
♦ Total Cost⁴	\$174,617,491			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Marathon County	State of Wisconsin
Obese (BMI ≥ 30)***	23%	21%
Overweight (includes obese) (BMI ≥ 25)	59%	60%
High blood pressure	19%	24%
High cholesterol	27%	33%
Lack of physical activity (Lack of exercise)	63%	45%
Current smoker	21%	22%
Less than 5 servings of fruits or vegetables	75%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Marathon County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Marathon County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update, Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Marathon County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

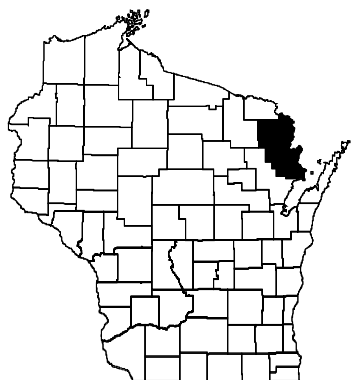
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Marinette County



	Marinette County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	21,677	22,132	43,809	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	282.3	154.9	211.7	216.1	116.9	159.2
♦ Congestive Heart Failure	20.4	20.5	20.9	25.68	21.0	22.9
♦ Stroke	48.1	42.9	45.1	64.0	58.6	61.3
♦ Total Cost⁴	\$59,463,168			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Marinette County	State of Wisconsin
Obese (BMI ≥ 30)***	25%	21%
Overweight (includes obese) (BMI ≥ 25)	59%	60%
High blood pressure	30%	24%
High cholesterol	30%	33%
Lack of physical activity (Lack of exercise)	61%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Marinette County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Marinette County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Marinette County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Marquette County



	Marquette County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	7,517	7,413	14,930	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	177.8	99.9	138.6	216.1	116.9	159.2
♦ Congestive Heart Failure	23.7	30.8	28.2	25.68	21.0	22.9
♦ Stroke	49.9	51.3	51.3	64.0	58.6	61.3
♦ Total Cost⁴	\$20,264,902			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Marquette County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	63%	60%
High blood pressure	25%	24%
High cholesterol	39%	33%
Lack of physical activity (Lack of exercise)	68%	45%
Current smoker	28%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Marquette County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Marquette County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Marquette County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

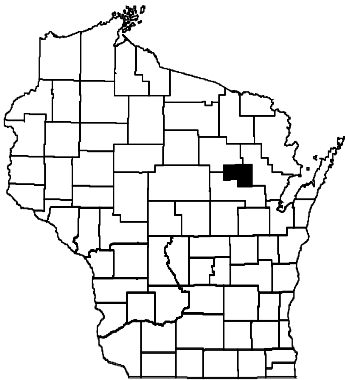
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Menominee County



	Menominee County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	2,256	2,356	4,612	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	247.0	101.7	168.4	216.1	116.9	159.2
♦ Congestive Heart Failure	44.3	38.8	41.2	25.68	21.0	22.9
♦ Stroke	31.8	71.6	54.4	64.0	58.6	61.3
♦ Total Cost⁴	\$6,259,995			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Menominee County	State of Wisconsin
Obese (BMI ≥ 30)***	24%	21%
Overweight (includes obese) (BMI ≥ 25)	69%	60%
High blood pressure	36%	24%
High cholesterol	34%	33%
Lack of physical activity (Lack of exercise)	63%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	81%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Menominee County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Menominee County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25\text{Kg}/\text{m}^2$ and obese defined as BMI $\geq 30\text{ Kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Menominee County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Milwaukee County



	Milwaukee County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	450,583	487,382	937,965	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	244.1	133.5	178.2	216.1	116.9	159.2
♦ Congestive Heart Failure	20.8	16.3	18.1	25.68	21.0	22.9
♦ Stroke	69.0	59.1	63.6	64.0	58.6	61.3
♦ Total Cost⁴	\$1,273,125,852			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Milwaukee County	State of Wisconsin
Obese (BMI ≥ 30)***	19%	21%
Overweight (includes obese) (BMI ≥ 25)	56%	60%
High blood pressure	24%	24%
High cholesterol	30%	33%
Lack of physical activity (Lack of exercise)	67%	45%
Current smoker	27%	22%
Less than 5 servings of fruits or vegetables	76%	79%
Diabetes	6%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Milwaukee County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Milwaukee County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Milwaukee County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

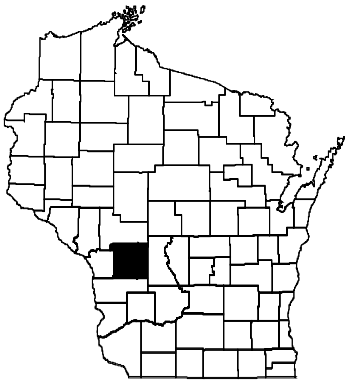
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Monroe County



	Monroe County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	21,266	20,893	42,159	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	262.4	144.3	197.0	216.1	116.9	159.2
♦ Congestive Heart Failure	23.7	21.2	22.2	25.68	21.0	22.9
♦ Stroke	57.1	52.8	56.5	64.0	58.6	61.3
♦ Total Cost⁴	\$57,223,577			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Monroe County	State of Wisconsin
Obese (BMI ≥ 30)***	27%	21%
Overweight (includes obese) (BMI ≥ 25)	65%	60%
High blood pressure	25%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	65%	45%
Current smoker	33%	22%
Less than 5 servings of fruits or vegetables	74%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Monroe County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Monroe County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25 \text{ kg}/\text{m}^2$ and obese defined as BMI $\geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Monroe County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

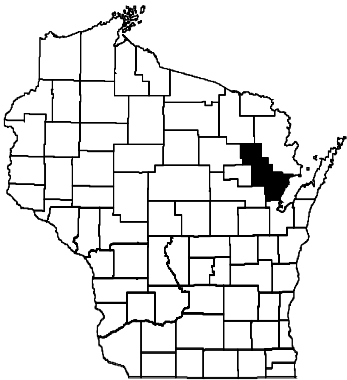
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Oconto County



	Oconto County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	18,775	18,510	37,285	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	172.1	97.4	132.3	216.1	116.9	159.2
♦ Congestive Heart Failure	35.5	36.6	35.6	25.68	21.0	22.9
♦ Stroke	65.4	64.3	65.4	64.0	58.6	61.3
♦ Total Cost⁴	\$50,607,962			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Oconto County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	71%	60%
High blood pressure	31%	24%
High cholesterol	40%	33%
Lack of physical activity (Lack of exercise)	52%	45%
Current smoker	18%	22%
Less than 5 servings of fruits or vegetables	85%	79%
Diabetes	8%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Oconto County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Oconto County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25 kg/m² and obese defined as BMI ≥ 30 kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Oconto County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Oneida County



	Oneida County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	18,686	18,769	37,455	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	195.9	112.2	150.6	216.1	116.9	159.2
♦ Congestive Heart Failure	34.1	28.8	31.1	25.68	21.0	22.9
♦ Stroke	57.2	57.2	57.5	64.0	58.6	61.3
♦ Total Cost⁴	\$50,838,708			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Oneida County	State of Wisconsin
Obese (BMI ≥ 30)***	15%	21%
Overweight (includes obese) (BMI ≥ 25)	50%	60%
High blood pressure	36%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	63%	45%
Current smoker	26%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Oneida County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Oneida County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Oneida County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

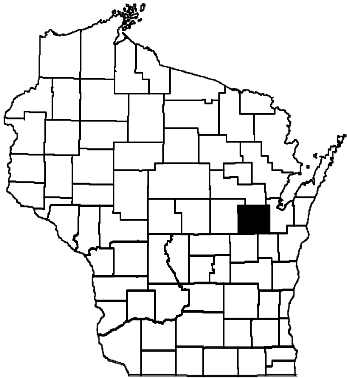
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Outagamie County



	Outagamie County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	83,791	84,046	167,837	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	206.6	105.8	148.2	216.1	116.9	159.2
♦ Congestive Heart Failure	27.6	23.2	25.2	25.68	21.0	22.9
♦ Stroke	65.7	57.0	60.7	64.0	58.6	61.3
♦ Total Cost⁴	\$227,809,805			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Outagamie County	State of Wisconsin
Obese (BMI ≥ 30)***	18%	21%
Overweight (includes obese) (BMI ≥ 25)	53%	60%
High blood pressure	21%	24%
High cholesterol	31%	33%
Lack of physical activity (Lack of exercise)	58%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	81%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Outagamie County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Outagamie County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Outagamie County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Ozaukee County



	Ozaukee County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	41,784	43,024	84,808	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	195.3	97.9	138.4	216.1	116.9	159.2
♦ Congestive Heart Failure	13.2	18.0	16.4	25.68	21.0	22.9
♦ Stroke	55.4	62.4	60.1	64.0	58.6	61.3
♦ Total Cost⁴	\$115,112,245			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Ozaukee County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	58%	60%
High blood pressure	35%	24%
High cholesterol	39%	33%
Lack of physical activity (Lack of exercise)	62%	45%
Current smoker	16%	22%
Less than 5 servings of fruits or vegetables	71%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Ozaukee County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Ozaukee County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25 \text{ kg}/\text{m}^2$ and obese defined as BMI $\geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Ozaukee County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Pepin County



	Pepin County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	3,799	3,689	7,488	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	174.0	136.6	157.8	216.1	116.9	159.2
♦ Congestive Heart Failure	9.3	14.3	13.2	25.68	21.0	22.9
♦ Stroke	69.9	77.9	75.9	64.0	58.6	61.3
♦ Total Cost⁴	\$10,163,670			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Pepin County	State of Wisconsin
Obese (BMI ≥ 30)***	27%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	26%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	55%	45%
Current smoker	18%	22%
Less than 5 servings of fruits or vegetables	77%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Pepin County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Pepin County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Pepin County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

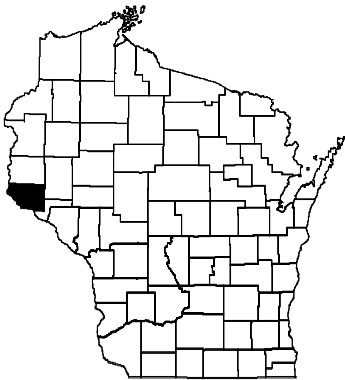
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Pierce County



	Pierce County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	18,922	19,287	38,209	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	207.5	131.7	164.0	216.1	116.9	159.2
♦ Congestive Heart Failure	27.2	25.6	26.3	25.68	21.0	22.9
♦ Stroke	58.8	49.3	54.8	64.0	58.6	61.3
♦ Total Cost⁴	\$51,862,133			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Pierce County	State of Wisconsin
Obese (BMI ≥ 30)***	12%	21%
Overweight (includes obese) (BMI ≥ 25)	50%	60%
High blood pressure	13%	24%
High cholesterol	23%	33%
Lack of physical activity (Lack of exercise)	62%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	85%	79%
Diabetes	4%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Pierce County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Pierce County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Pierce County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

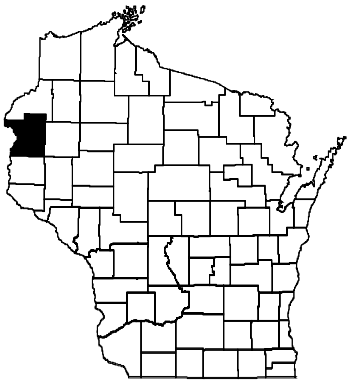
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Polk County



	Polk County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	21,729	21,721	43,450	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	230.2	98.0	155.9	216.1	116.9	159.2
♦ Congestive Heart Failure	22.7	17.2	19.0	25.68	21.0	22.9
♦ Stroke	72.1	64.5	68.4	64.0	58.6	61.3
♦ Total Cost⁴	\$58,975,887			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Polk County	State of Wisconsin
Obese (BMI ≥ 30)***	18%	21%
Overweight (includes obese) (BMI ≥ 25)	58%	60%
High blood pressure	22%	24%
High cholesterol	32%	33%
Lack of physical activity (Lack of exercise)	57%	45%
Current smoker	26%	22%
Less than 5 servings of fruits or vegetables	73%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Polk County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Polk County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Polk County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

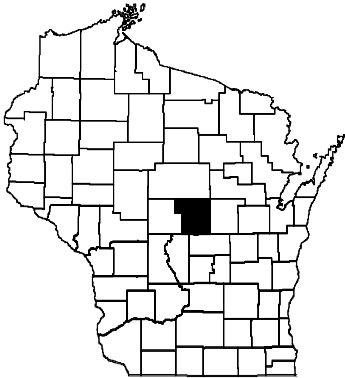
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Portage County



	Portage County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	34,183	34,148	68,331	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	209.0	106.1	149.4	216.1	116.9	159.2
♦ Congestive Heart Failure	28.3	25.4	27.2	25.68	21.0	22.9
♦ Stroke	53.0	59.4	56.5	64.0	58.6	61.3
♦ Total Cost⁴	\$92,747,557			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Portage County	State of Wisconsin
Obese (BMI ≥ 30)***	22%	21%
Overweight (includes obese) (BMI ≥ 25)	61%	60%
High blood pressure	14%	24%
High cholesterol	24%	33%
Lack of physical activity (Lack of exercise)	58%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	85%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Portage County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Portage County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Portage County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

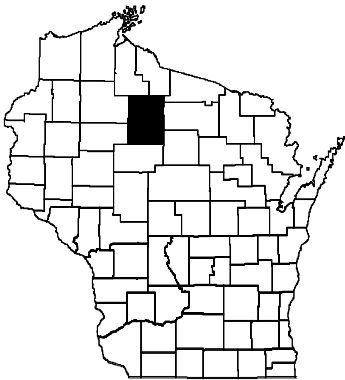
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Price County



	Price County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	7,927	7,821	15,748	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	241.6	111.9	171.0	216.1	116.9	159.2
♦ Congestive Heart Failure	30.7	24.5	27.1	25.68	21.0	22.9
♦ Stroke	69.4	81.1	76.2	64.0	58.6	61.3
♦ Total Cost⁴	\$21,375,196			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Price County	State of Wisconsin
Obese (BMI ≥ 30)***	25%	21%
Overweight (includes obese) (BMI ≥ 25)	59%	60%
High blood pressure	35%	24%
High cholesterol	34%	33%
Lack of physical activity (Lack of exercise)	45%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Price County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Price County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Price County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

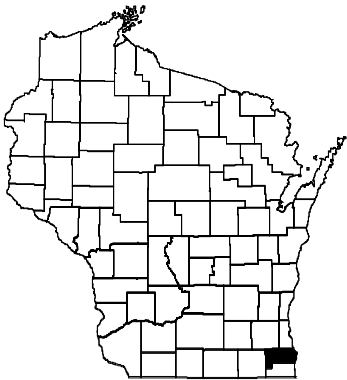
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Racine County



	Racine County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	94,815	96,923	191,738	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	206.8	112.3	151.5	216.1	116.9	159.2
♦ Congestive Heart Failure	17.8	16.1	16.8	25.68	21.0	22.9
♦ Stroke	64.3	56.1	59.7	64.0	58.6	61.3
♦ Total Cost⁴	\$260,251,294			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Racine County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	56%	60%
High blood pressure	24%	24%
High cholesterol	31%	33%
Lack of physical activity (Lack of exercise)	64%	45%
Current smoker	28%	22%
Less than 5 servings of fruits or vegetables	75%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Racine County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Racine County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Racine County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Richland County



	Richland County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	8,972	9,144	18,116	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	216.1	106.0	153.6	216.1	116.9	159.2
♦ Congestive Heart Failure	35.4	19.1	25.3	25.68	21.0	22.9
♦ Stroke	63.1	72.1	68.0	64.0	58.6	61.3
♦ Total Cost⁴	\$24,589,348			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Richland County	State of Wisconsin
Obese (BMI ≥ 30)***	21%	21%
Overweight (includes obese) (BMI ≥ 25)	70%	60%
High blood pressure	26%	24%
High cholesterol	28%	33%
Lack of physical activity (Lack of exercise)	67%	45%
Current smoker	27%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Richland County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Richland County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Richland County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

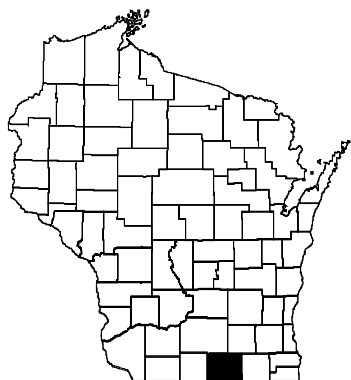
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Rock County



	Rock County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	76,374	78,599	154,973	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	209.4	113.3	154.7	216.1	116.9	159.2
♦ Congestive Heart Failure	30.6	22.0	25.2	25.68	21.0	22.9
♦ Stroke	60.7	56.9	58.7	64.0	58.6	61.3
♦ Total Cost⁴	\$210,349,142			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Rock County	State of Wisconsin
Obese (BMI ≥ 30)***	21%	21%
Overweight (includes obese) (BMI ≥ 25)	56%	60%
High blood pressure	22%	24%
High cholesterol	28%	33%
Lack of physical activity (Lack of exercise)	62%	45%
Current smoker	25%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Rock County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Rock County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Rock County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

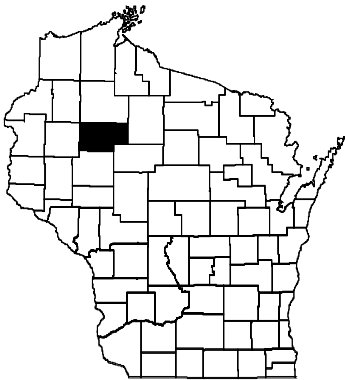
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Rusk County



	Rusk County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	7,636	7,739	15,375	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	242.4	96.9	161.8	216.1	116.9	159.2
♦ Congestive Heart Failure	27.5	22.9	24.5	25.68	21.0	22.9
♦ Stroke	51.2	45.2	48.6	64.0	58.6	61.3
♦ Total Cost⁴	\$20,868,913			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Rusk County	State of Wisconsin
Obese (BMI ≥ 30)***	30%	21%
Overweight (includes obese) (BMI ≥ 25)	72%	60%
High blood pressure	29%	24%
High cholesterol	40%	33%
Lack of physical activity (Lack of exercise)	67%	45%
Current smoker	22%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	8%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Rusk County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Rusk County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25 kg/m² and obese defined as BMI ≥ 30 kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Rusk County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

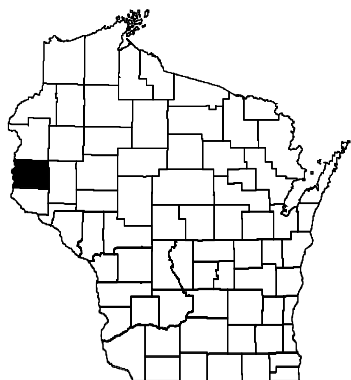
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

St. Croix County



	St. Croix County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	35,664	35,537	71,201	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	213.3	125.5	162.4	216.1	116.9	159.2
♦ Congestive Heart Failure	26.1	24.1	24.3	25.68	21.0	22.9
♦ Stroke	61.5	63.0	62.7	64.0	58.6	61.3
♦ Total Cost⁴	\$96,643,088			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	St. Croix County	State of Wisconsin
Obese (BMI ≥ 30)***	23%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	18%	24%
High cholesterol	30%	33%
Lack of physical activity (Lack of exercise)	64%	45%
Current smoker	19%	22%
Less than 5 servings of fruits or vegetables	81%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in St. Croix County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for St. Croix County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

St. Croix County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

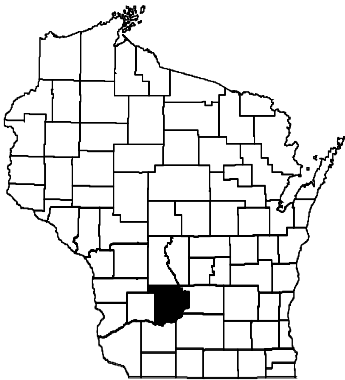
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Sauk County



	Sauk County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	28,439	29,090	57,529	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	243.5	116.2	172.4	216.1	116.9	159.2
♦ Congestive Heart Failure	30.7	24.8	27.1	25.68	21.0	22.9
♦ Stroke	53.7	55.9	55.6	64.0	58.6	61.3
♦ Total Cost⁴	\$78,085,704			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Sauk County	State of Wisconsin
Obese (BMI ≥ 30)***	24%	21%
Overweight (includes obese) (BMI ≥ 25)	62%	60%
High blood pressure	26%	24%
High cholesterol	37%	33%
Lack of physical activity (Lack of exercise)	64%	45%
Current smoker	21%	22%
Less than 5 servings of fruits or vegetables	75%	79%
Diabetes	9%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Sauk County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Sauk County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Sauk County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

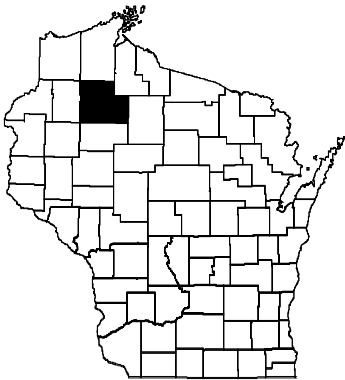
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Sawyer County



	Sawyer County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	8,490	8,339	16,829	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	242.2	129.4	182.9	216.1	116.9	159.2
♦ Congestive Heart Failure	28.9	14.9	21.2	25.68	21.0	22.9
♦ Stroke	62.7	54.3	58.4	64.0	58.6	61.3
♦ Total Cost⁴	\$22,842,467			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Sawyer County	State of Wisconsin
Obese (BMI ≥ 30)***	25%	21%
Overweight (includes obese) (BMI ≥ 25)	59%	60%
High blood pressure	35%	24%
High cholesterol	34%	33%
Lack of physical activity (Lack of exercise)	45%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Sawyer County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Sawyer County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Sawyer County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

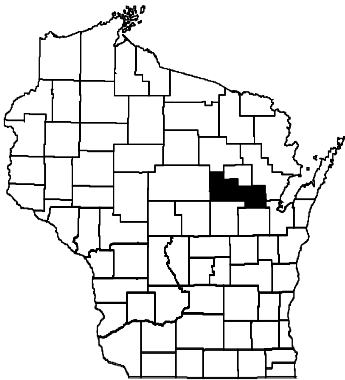
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Shawano County



	Shawano County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	20,734	20,746	41,480	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	277.7	175.2	222.8	216.1	116.9	159.2
♦ Congestive Heart Failure	18.4	18.5	18.7	25.68	21.0	22.9
♦ Stroke	57.4	51.6	54.1	64.0	58.6	61.3
♦ Total Cost⁴	\$56,301,952			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Shawano County	State of Wisconsin
Obese (BMI ≥ 30)***	23%	21%
Overweight (includes obese) (BMI ≥ 25)	61%	60%
High blood pressure	29%	24%
High cholesterol	35%	33%
Lack of physical activity (Lack of exercise)	57%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	77%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Shawano County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Shawano County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Shawano County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

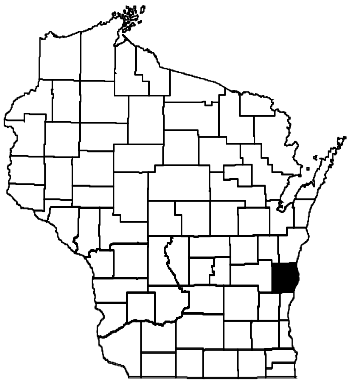
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Sheboygan County



	Sheboygan County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	57,513	56,990	114,503	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	201.1	104.4	144.4	216.1	116.9	159.2
♦ Congestive Heart Failure	44.6	35.9	39.3	25.68	21.0	22.9
♦ Stroke	64.9	62.2	63.9	64.0	58.6	61.3
♦ Total Cost⁴	\$155,418,091			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Sheboygan County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	61%	60%
High blood pressure	21%	24%
High cholesterol	31%	33%
Lack of physical activity (Lack of exercise)	58%	45%
Current smoker	23%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Sheboygan County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Sheboygan County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Sheboygan County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

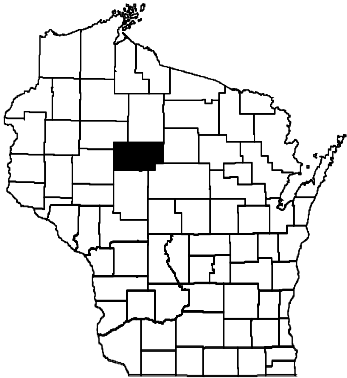
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Taylor County



	Taylor County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	9,969	9,744	19,713	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	193.6	126.2	156.3	216.1	116.9	159.2
♦ Congestive Heart Failure	16.1	28.5	24.1	25.68	21.0	22.9
♦ Stroke	71.3	37.6	52.6	64.0	58.6	61.3
♦ Total Cost⁴	\$26,757,000			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Taylor County	State of Wisconsin
Obese (BMI ≥ 30)***	30%	21%
Overweight (includes obese) (BMI ≥ 25)	72%	60%
High blood pressure	29%	24%
High cholesterol	40%	33%
Lack of physical activity (Lack of exercise)	67%	45%
Current smoker	22%	22%
Less than 5 servings of fruits or vegetables	78%	79%
Diabetes	8%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Taylor County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Taylor County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Taylor County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Trempealeau County



	Trempealeau County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	13,814	13,744	27,558	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	247.5	121.0	178.4	216.1	116.9	159.2
♦ Congestive Heart Failure	17.2	10.1	12.6	25.68	21.0	22.9
♦ Stroke	53.0	64.6	61.0	64.0	58.6	61.3
♦ Total Cost⁴	\$37,405,236			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Trempealeau County	State of Wisconsin
Obese (BMI ≥ 30)***	23%	21%
Overweight (includes obese) (BMI ≥ 25)	73%	60%
High blood pressure	22%	24%
High cholesterol	40%	33%
Lack of physical activity (Lack of exercise)	58%	45%
Current smoker	16%	22%
Less than 5 servings of fruits or vegetables	88%	79%
Diabetes	3%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Trempealeau County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Trempealeau County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Trempealeau County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

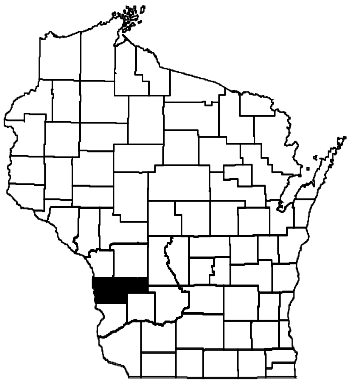
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Vernon County



	Vernon County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	14,178	14,519	28,697	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	249.6	111.0	172.4	216.1	116.9	159.2
♦ Congestive Heart Failure	43.2	38.8	40.1	25.68	21.0	22.9
♦ Stroke	66.4	68.2	69.0	64.0	58.6	61.3
♦ Total Cost⁴	\$38,951,232			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Vernon County	State of Wisconsin
Obese (BMI ≥ 30)***	23%	21%
Overweight (includes obese) (BMI ≥ 25)	53%	60%
High blood pressure	17%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	70%	45%
Current smoker	18%	22%
Less than 5 servings of fruits or vegetables	89%	79%
Diabetes	8%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Vernon County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Vernon County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Vernon County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Vilas County



	Vilas County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	10,884	11,007	21,891	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	238.7	112.4	169.7	216.1	116.9	159.2
♦ Congestive Heart Failure	20.5	22.9	21.8	25.68	21.0	22.9
♦ Stroke	62.9	51.2	56.1	64.0	58.6	61.3
♦ Total Cost⁴	\$29,713,260			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Vilas County	State of Wisconsin
Obese (BMI ≥ 30)***	25%	21%
Overweight (includes obese) (BMI ≥ 25)	62%	60%
High blood pressure	49%	24%
High cholesterol	49%	33%
Lack of physical activity (Lack of exercise)	50%	45%
Current smoker	25%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	9%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Vilas County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Vilas County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Vilas County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

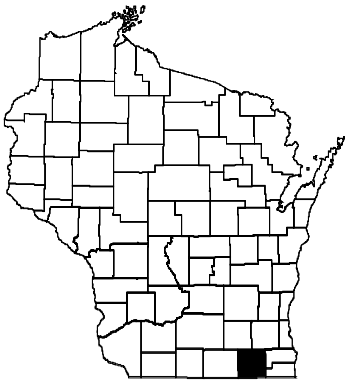
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Walworth County



	Walworth County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	48,186	48,316	96,502	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	216.8	123.8	164.8	216.1	116.9	159.2
♦ Congestive Heart Failure	23.9	21.1	22.0	25.68	21.0	22.9
♦ Stroke	50.3	59.1	56.4	64.0	58.6	61.3
♦ Total Cost⁴	\$130,984,835			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Walworth County	State of Wisconsin
Obese (BMI ≥ 30)***	23%	21%
Overweight (includes obese) (BMI ≥ 25)	58%	60%
High blood pressure	28%	24%
High cholesterol	35%	33%
Lack of physical activity (Lack of exercise)	61%	45%
Current smoker	22%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	7%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Walworth County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Walworth County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Walworth County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

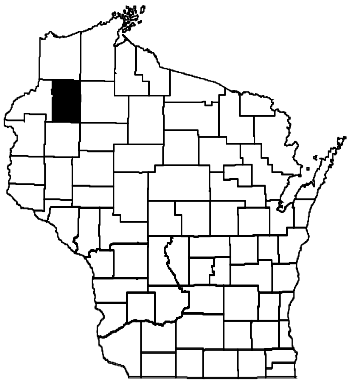
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Washburn County



	Washburn County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	8,373	8,229	16,602	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	242.1	146.9	191.2	216.1	116.9	159.2
♦ Congestive Heart Failure	23.0	18.6	21.1	25.68	21.0	22.9
♦ Stroke	61.1	57.8	60.2	64.0	58.6	61.3
♦ Total Cost⁴	\$22,534,354			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Washburn County	State of Wisconsin
Obese (BMI ≥ 30)***	26%	21%
Overweight (includes obese) (BMI ≥ 25)	66%	60%
High blood pressure	22%	24%
High cholesterol	26%	33%
Lack of physical activity (Lack of exercise)	75%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	80%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Washburn County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Washburn County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Washburn County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

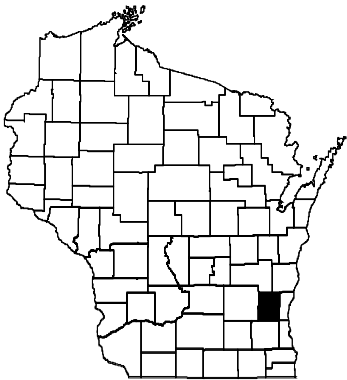
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Washington County



	Washington County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	61,053	61,340	122,393	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	197.3	108.6	147.8	216.1	116.9	159.2
♦ Congestive Heart Failure	24.0	16.3	19.2	25.68	21.0	22.9
♦ Stroke	74.2	61.6	66.7	64.0	58.6	61.3
♦ Total Cost⁴	\$166,127,406			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Washington County	State of Wisconsin
Obese (BMI ≥ 30)***	18%	21%
Overweight (includes obese) (BMI ≥ 25)	57%	60%
High blood pressure	23%	24%
High cholesterol	18%	33%
Lack of physical activity (Lack of exercise)	63%	45%
Current smoker	18%	22%
Less than 5 servings of fruits or vegetables	72%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Washington County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Washington County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Washington County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

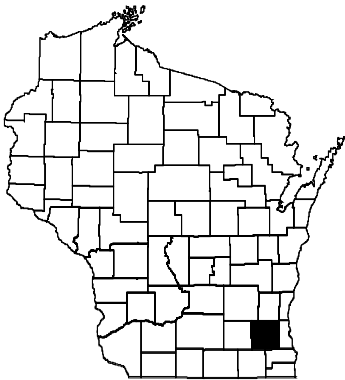
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Waukesha County



	Waukesha County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	183,522	189,355	372,877	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	207.6	125.1	160.1	216.1	116.9	159.2
♦ Congestive Heart Failure	21.8	18.2	19.5	25.68	21.0	22.9
♦ Stroke	62.3	56.1	59.1	64.0	58.6	61.3
♦ Total Cost⁴	\$506,116,271			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Waukesha County	State of Wisconsin
Obese (BMI ≥ 30)***	16%	21%
Overweight (includes obese) (BMI ≥ 25)	55%	60%
High blood pressure	24%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	61%	45%
Current smoker	17%	22%
Less than 5 servings of fruits or vegetables	72%	79%
Diabetes	6%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Waukesha County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Waukesha County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Waukesha County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

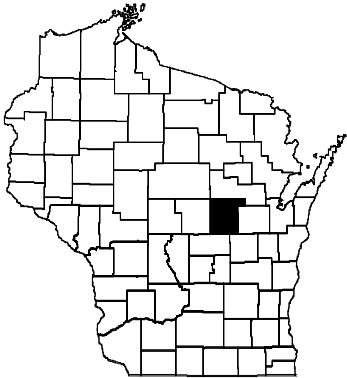
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Waupaca County



	Waupaca County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	26,503	26,374	52,877	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	267.2	144.3	201.1	216.1	116.9	159.2
♦ Congestive Heart Failure	35.0	23.0	27.3	25.68	21.0	22.9
♦ Stroke	92.3	75.8	83.6	64.0	58.6	61.3
♦ Total Cost⁴	\$71,771,415			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Waupaca County	State of Wisconsin
Obese (BMI ≥ 30)***	25%	21%
Overweight (includes obese) (BMI ≥ 25)	64%	60%
High blood pressure	23%	24%
High cholesterol	29%	33%
Lack of physical activity (Lack of exercise)	60%	45%
Current smoker	24%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	2%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Waupaca County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Waupaca County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m²). Overweight was defined as BMI ≥ 25Kg/m² and obese defined as BMI ≥ 30 Kg/m². Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Waupaca County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

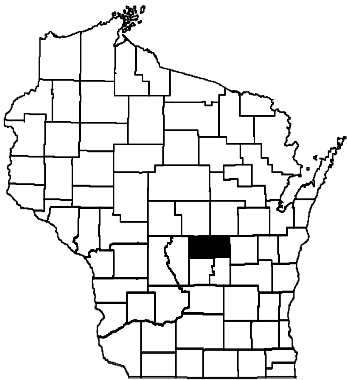
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Waushara County



	Waushara County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	12,601	11,758	24,359	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	282.5	158.3	214.9	216.1	116.9	159.2
♦ Congestive Heart Failure	45.5	41.1	42.2	25.68	21.0	22.9
♦ Stroke	40.2	50.8	47.4	64.0	58.6	61.3
♦ Total Cost⁴	\$33,063,145			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Waushara County	State of Wisconsin
Obese (BMI ≥ 30)***	29%	21%
Overweight (includes obese) (BMI ≥ 25)	55%	60%
High blood pressure	28%	24%
High cholesterol	33%	33%
Lack of physical activity (Lack of exercise)	68%	45%
Current smoker	21%	22%
Less than 5 servings of fruits or vegetables	79%	79%
Diabetes	6%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Waushara County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Waushara County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25 \text{ kg}/\text{m}^2$ and obese defined as BMI $\geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Waushara County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

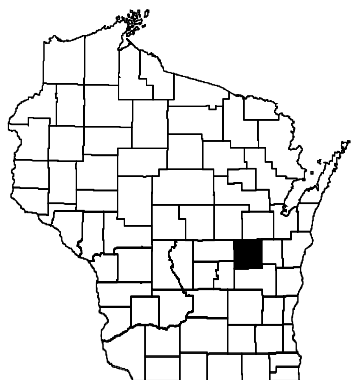
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Winnebago County



	Winnebago County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	80,009	80,170	160,179	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	170.8	91.4	123.7	216.1	116.9	159.2
♦ Congestive Heart Failure	24.5	16.0	19.1	25.68	21.0	22.9
♦ Stroke	64.8	56.6	59.5	64.0	58.6	61.3
♦ Total Cost⁴	\$217,415,390			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Winnebago County	State of Wisconsin
Obese (BMI ≥ 30)***	20%	21%
Overweight (includes obese) (BMI ≥ 25)	58%	60%
High blood pressure	22%	24%
High cholesterol	30%	33%
Lack of physical activity (Lack of exercise)	58%	45%
Current smoker	25%	22%
Less than 5 servings of fruits or vegetables	83%	79%
Diabetes	6%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Winnebago County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Winnebago County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as BMI $\geq 25\text{kg/m}^2$ and obese defined as BMI $\geq 30\text{ kg/m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Winnebago County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

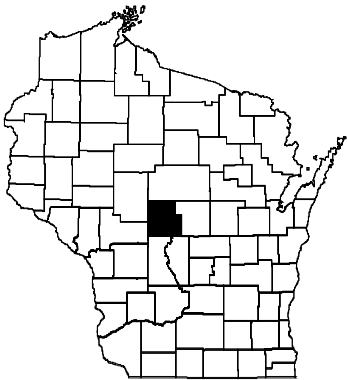
- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Wood County



	Wood County			State of Wisconsin		
	Male	Female	All	Male	Female	All
Population 2003	37,206	38,657	75,863	2,720,460	2,777,890	5,489,350
Death Rate * (per 100,000)						
♦ Coronary Heart Disease	184.9	92.3	131.0	216.1	116.9	159.2
♦ Congestive Heart Failure	17.6	15.4	16.8	25.68	21.0	22.9
♦ Stroke	52.7	45.4	49.1	64.0	58.6	61.3
♦ Total Cost⁴	\$102,970,949			\$7,463,101,982		

* Death rate is direct age-adjusted by 2000 US standard population

Percent of Adults with Risk Factors**		
Risk factors	Wood County	State of Wisconsin
Obese (BMI ≥ 30)***	21%	21%
Overweight (includes obese) (BMI ≥ 25)	61%	60%
High blood pressure	22%	24%
High cholesterol	29%	33%
Lack of physical activity (Lack of exercise)	65%	45%
Current smoker	20%	22%
Less than 5 servings of fruits or vegetables	77%	79%
Diabetes	5%	6%

** Behavioral Risk Factor Surveillance System (BRFSS) 2003

*** Body Mass Index (BMI)

OTHER INFORMATION

- ♦ Cardiovascular Disease (CVD) is the leading cause of death among men and women of all racial and ethnic groups in Wisconsin. Each year, CVD causes more deaths than cancer, AIDS, automobile crashes, and alcohol abuse **combined**. Cardiovascular disease includes a variety of heart and blood vessel diseases, such as coronary heart disease, congestive heart failure, high blood pressure (hypertension), and brain attack (stroke).
- ♦ Once considered a disease only affects men, CVD is now the major killer of women. For the past ten years, more women than men have died of CVD in Wisconsin. CVD is not just a condition for the elderly; from 1997 to 2003, 13% of Wisconsinites who died of CVD were younger than 65 years of age.
- ♦ The cost of CVD in Wood County is staggering as well as in Wisconsin. In 2005, the estimated total cost was over \$7 billion dollars in the state of Wisconsin and the estimated cost for Wood County was . The total cost includes direct cost, such as health care provider visits, hospital and nursing home services, medication, and home care, and indirect cost, such as lost productivity due to morbidity or mortality caused by cardiovascular disease.
- ♦ In Wisconsin, major CVD death rates for the period 1997 to 2003 have declined, except for death due to congestive heart failure.

TECHNICAL NOTES: Mortality data (1997-2003): Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Risk factors: 2003 Behavioral Risk Factor Surveillance System (BRFSS), Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. Body Mass Index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Overweight was defined as $\text{BMI} \geq 25 \text{ kg}/\text{m}^2$ and obese defined as $\text{BMI} \geq 30 \text{ kg}/\text{m}^2$. Lack of physical activity indicates not meeting the recommended guidelines for moderate physical activity, BRFSS 2003. Cost information is from the American Heart Association, Heart Disease and Stroke Statistics -- 2005 Update. Dallas, Texas. American Heart Association 2005. Direct costs are defined as medical expenditures attributable to cardiovascular disease. Indirect costs are defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular disease. For more detailed information please see the section of Technical Notes.

Wood County

RISK FACTORS THAT CAN BE MODIFIED⁵⁻¹⁴

Overweight / Obese

- People who are overweight or obese are more likely to develop heart disease and stroke even if they do not have other risk factors.

Recommendation: Maintain a healthy body weight, eat a healthy, low fat diet that includes 5 servings of fruits and vegetables a day, and increase physical activity.

High Blood Pressure

- For cardiovascular health, an ideal blood pressure is below 120/80 mmHg (systolic/diastolic), if blood pressure between 120-130/80-90 mmHg is pre-hypertension, and > 140/90 mmHg is hypertension.
- One in four Wisconsinites has high blood pressure.

Recommendation: Have your blood pressure measured every two years. Take steps to lower blood pressure if it is 140/90 mmHg or higher. To prevent and reduce high blood pressure, begin with regular physical activity and a diet rich in fruits and vegetables and low-fat dairy products.

Cholesterol

- A total blood cholesterol level of 200 mg/dl or higher increases the risk for coronary artery disease.
- Aim for HDL (good cholesterol) \geq 40 mg/dl for men and \geq 50 mg/dl for women.
- Aim for LDL (bad cholesterol) < 100 mg/dl, total cholesterol < 200 mg/dl and triglycerides < 150 mg/dl.

Recommendation: Have your cholesterol checked every 5 years. Take steps to lower it if it is 200 mg/dl or higher. A low-fat diet, a diet with plenty of fruits, vegetables and whole grain, and regular physical activity can reduce cholesterol levels.

Physical Inactivity (Lack of Exercise)

- Physical activity helps prevent heart disease. People who are not physically active have twice the risk of heart disease as those who are active. Regular, moderate physical activity provides excellent health benefits.

Recommendation: Engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.

Cigarette Smoking

- Cigarette smoking is a major cause of heart disease and stroke among both men and women. Smokers have twice the risk of heart attack as non-smokers.
- People exposed to secondhand tobacco smoke have an increased risk of developing heart disease.

Recommendation: If you smoke, quit. If you need assistance, speak with your doctor or call the free Wisconsin Tobacco Quit Line at 1-877-270-7867. Reduce your exposure to other people's smoke.

Diabetes

- People with diabetes are at greater risk for developing heart disease.
- Aim for fasting blood glucose between 90-130 mg/dl, A1c < 7% and blood pressure < 130/80 mmHg

Recommendation: Reduce cardiovascular risks, quit smoking, be physically active, maintain a healthy body weight with a healthy, low-fat diet that includes plenty of fruits and vegetables and whole grain.

What a Community Can Do to Reduce Cardiovascular Disease

- Develop policies for tobacco control (for example, decrease youth cigarette access, advertising, and promotion).
- Promote smoke-free worksites and public buildings.
- Ask restaurants, school lunch programs, vending companies, and work cafeterias to offer healthy food choices.
- Work with grocery stores and markets to increase access to, and consumption of, fruits and vegetables.
- Support school health programs including adherence to nationally recognized physical education standards.
- Promote programs to expand community physical activity opportunities (for example, safe walking/biking paths).
- Encourage all persons to know their risk factors for developing heart disease and stroke via educational campaign.
- Work together on projects that focus on balanced, healthy choices for both adults and children.

Burden of
Cardiovascular Disease
In Wisconsin

BURDEN INDEX

	Estimated Population*			Death Rates (per 100,000 population)**									Estimated Annual Cardiovascular Disease Costs
				Coronary Heart Disease			Congestive Heart Failure			Stroke			
Male	Female	Total	M	F	T	M	F	T	M	F	T		
US	141,533,000	146,440,000	287,973,000	182	171	176	16	20	24	45	69	57	\$393,500,000,000
Wisconsin	2,720,470	2,777,909	5,498,379	216	117	159	26	21	23	64	59	61	\$7,513,246,507
Adams	11,089	9,485	20,574	218	113	166	33	24	29	52	67	61	\$27,925,660
Ashland	8,294	8,554	16,848	259	163	207	20	21	21	105	63	79	\$22,868,257
Barron	22,764	23,214	45,978	225	123	169	25	21	23	72	61	65	\$62,407,212
Bayfield	7,747	7,603	15,350	215	83	143	21	21	21	53	57	56	\$20,834,980
Brown	117,372	118,095	235,467	236	118	166	25	26	26	67	61	64	\$319,605,876
Buffalo	7,002	6,940	13,942	205	87	142	38	32	36	51	43	47	\$18,923,862
Burnett	8,189	8,057	16,246	160	70	114	27	27	27	51	56	55	\$22,051,145
Calumet	21,912	21,875	43,787	153	90	120	26	14	19	51	47	49	\$59,433,307
Chippewa	29,254	28,601	57,855	224	126	168	30	26	27	61	58	60	\$78,528,193
Clark	17,054	17,054	34,108	208	122	162	23	12	16	53	49	52	\$46,295,732
Columbia	27,381	26,801	54,182	196	112	150	28	25	27	75	81	80	\$73,542,728
Crawford	8,740	8,541	17,281	203	126	162	47	23	32	74	55	61	\$23,455,980
Dane	222,192	226,261	448,453	172	91	125	22	19	20	60	62	62	\$608,697,668
Dodge	45,976	41,689	87,665	243	156	195	32	29	30	74	67	71	\$118,990,131
Door	14,189	14,590	28,779	201	96	143	27	29	29	67	71	71	\$39,062,533
Douglas	21,596	22,195	43,791	243	115	168	34	31	33	59	44	49	\$59,438,736

*National population estimate 2002, U.S. Census Bureau, Population Division

<http://www.census.gov/popest/national/asrh/NC-EST2003/NC-EST2003-01.pdf>

Wisconsin population estimates 2003, Bureau of Health information, Division of Public Health, Wisconsin Department of Health and Family Services, <http://dhfs.wisconsin.gov/population/02demog/wisconsin.htm>

** US Deaths: Final Data for 2001, National Vital Statistics Reports, Vol. 52, No. 3, September 18, 2003

** WI Deaths: Wisconsin Deaths, 1997- 2003 (PHC5638), Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services

American Heart Association. Heart Disease and Stroke Statistics- 2005 Update. Dallas, TX: American Heart Association; 2005.

**Direct costs include hospital charge, physician visits and other medical expense .

Indirect costs include lost productivity due to morbidity and/or mortality

	Estimated Population*			Death Rates (per 100,000 population)**									Estimated Annual Cardiovascular Disease Costs
				Coronary Heart Disease			Congestive Heart Failure			Stroke			
Male	Female	Total	M	F	T	M	F	T	M	F	T		
US	141,533,000	146,440,000	287,973,000	182	171	176	16	20	24	45	69	57	\$393,500,000,000
Wisconsin	2,720,470	2,777,909	5,498,379	216	117	159	26	21	23	64	59	61	\$7,513,246,507
Dunn	20,892	20,497	41,389	209	87	141	36	24	29	64	46	53	\$56,178,435
Eau Claire	46,260	49,172	95,432	170	91	124	27	19	21	65	52	58	\$129,532,495
Florence	2,638	2,526	5,164	262	118	177	93	125	113	34	62	50	\$7,009,240
Fond Du Lac	48,300	50,581	98,881	212	107	151	24	20	22	71	58	64	\$134,213,918
Forest	5,041	5,055	10,096	248	150	195	45	25	33	52	43	47	\$13,703,580
Grant	25,531	24,522	50,053	257	129	182	43	29	35	67	64	65	\$67,938,322
Green	17,079	17,624	34,703	200	87	135	20	18	19	78	76	77	\$47,103,342
Green Lake	9,520	9,743	19,263	213	124	160	31	21	26	68	61	64	\$26,146,203
Iowa	11,673	11,747	23,420	248	161	196	20	20	20	85	76	81	\$31,788,614
Iron	3,375	3,497	6,872	253	141	189	23	29	27	47	49	47	\$9,327,556
Jackson	10,479	9,108	19,587	272	138	199	44	25	33	83	73	77	\$26,585,977
Jefferson	38,519	39,339	77,858	228	123	168	23	14	18	61	58	60	\$105,678,818
Juneau	12,689	12,588	25,277	256	133	188	11	10	11	63	56	59	\$34,309,172
Kenosha	77,169	78,344	155,513	249	134	180	25	24	24	73	66	70	\$211,082,099
Kewaunee	10,354	10,298	20,652	172	81	122	79	50	62	49	52	52	\$28,031,531
La Crosse	52,926	56,081	109,007	185	89	129	26	17	20	73	63	68	\$147,958,218

*National population estimate 2002, U.S. Census Bureau, Population Division

<http://www.census.gov/popest/national/asrh/NC-EST2003/NC-EST2003-01.pdf>

Wisconsin population estimates 2003, Bureau of Health information, Division of Public Health, Wisconsin Department of Health and Family Services, <http://dhfs.wisconsin.gov/population/02demog/wisconsin.htm>

** US Deaths: Final Data for 2001, National Vital Statistics Reports, Vol. 52, No. 3, September 18, 2003

** WI Deaths: Wisconsin Deaths, 1997- 2003 (PHC5638), Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services

American Heart Association. Heart Disease and Stroke Statistics- 2005 Update. Dallas, TX:

American Heart Association; 2005.

**Direct costs include hospital charge, physician visits and other medical expense .

Indirect costs include lost productivity due to morbidity and/or mortality

	Estimated Population*			Death Rates (per 100,000 population)**									Estimated Annual Cardiovascular Disease Costs
				Coronary Heart Disease			Congestive Heart Failure			Stroke			
Male	Female	Total	M	F	T	M	F	T	M	F	T		
US	141,533,000	146,440,000	287,973,000	182	171	176	16	20	24	45	69	57	\$393,500,000,000
Wisconsin	2,720,470	2,777,909	5,498,379	216	117	159	26	21	23	64	59	61	\$7,513,246,507
Lafayette	8,140	8,166	16,306	250	122	179	32	18	22	46	47	48	\$22,132,585
Langlade	10,471	10,562	21,033	265	153	201	17	9	12	58	48	53	\$28,548,673
Lincoln	15,065	15,060	30,125	233	122	169	24	25	25	66	62	65	\$40,889,496
Manitowoc	41,474	41,979	83,453	208	114	155	34	27	29	63	55	57	\$113,273,066
Marathon	64,294	64,354	128,648	146	81	110	21	19	20	47	50	49	\$174,617,491
Marinette	21,677	22,132	43,809	282	155	212	20	20	21	48	43	45	\$59,463,168
Marquette	7,517	7,413	14,930	178	100	139	24	31	28	50	51	51	\$20,264,902
Menominee	2,256	2,356	4,612	247	102	168	44	39	41	32	72	54	\$6,259,995
Milwaukee	450,583	487,382	937,965	244	133	178	21	16	18	69	59	64	\$1,273,125,852
Monroe	21,266	20,893	42,159	262	144	197	24	21	22	57	53	56	\$57,223,577
Oconto	18,775	18,510	37,285	172	97	132	36	37	36	65	64	65	\$50,607,962
Oneida	18,686	18,769	37,455	196	112	151	34	29	31	57	57	57	\$50,838,708
Outagamie	83,791	84,046	167,837	207	106	148	28	23	25	66	57	61	\$227,809,805
Ozaukee	41,784	43,024	84,808	195	98	138	13	18	16	55	62	60	\$115,112,245
Pepin	3,799	3,689	7,488	174	137	158	9	14	13	70	78	76	\$10,163,670
Pierce	18,922	19,287	38,209	208	132	164	27	26	26	59	49	55	\$51,862,133

*National population estimate 2002, U.S. Census Bureau, Population Division

<http://www.census.gov/popest/national/asrh/NC-EST2003/NC-EST2003-01.pdf>

Wisconsin population estimates 2003, Bureau of Health information, Division of Public Health, Wisconsin Department of Health and Family Services, <http://dhfs.wisconsin.gov/population/02demog/wisconsin.htm>

** US Deaths: Final Data for 2001, National Vital Statistics Reports, Vol. 52, No. 3, September 18, 2003

** WI Deaths: Wisconsin Deaths, 1997- 2003 (PHC5638), Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services

American Heart Association. Heart Disease and Stroke Statistics- 2005 Update. Dallas, TX: American Heart Association; 2005.

**Direct costs include hospital charge, physician visits and other medical expense .

Indirect costs include lost productivity due to morbidity and/or mortality

	Estimated Population*			Death Rates (per 100,000 population)**									Estimated Annual Cardiovascular Disease Costs
				Coronary Heart Disease			Congestive Heart Failure			Stroke			
Male	Female	Total	M	F	T	M	F	T	M	F	T		
US	141,533,000	146,440,000	287,973,000	182	171	176	16	20	24	45	69	57	\$393,500,000,000
Wisconsin	2,720,470	2,777,909	5,498,379	216	117	159	26	21	23	64	59	61	\$7,513,246,507
Polk	21,729	21,721	43,450	230	98	156	23	17	19	72	65	68	\$58,975,887
Portage	34,183	34,148	68,331	209	106	149	28	25	27	53	59	56	\$92,747,557
Price	7,927	7,821	15,748	242	112	171	31	25	27	69	81	76	\$21,375,196
Racine	94,815	96,923	191,738	207	112	152	18	16	17	64	56	60	\$260,251,294
Richland	8,972	9,144	18,116	216	106	154	35	19	25	63	72	68	\$24,589,348
Rock	76,374	78,599	154,973	209	113	155	31	22	25	61	57	59	\$210,349,142
Rusk	7,636	7,739	15,375	242	97	162	28	23	24	51	45	49	\$20,868,913
Sauk	35,664	35,537	71,201	213	125	162	26	24	24	61	63	63	\$96,643,088
Sawyer	28,439	29,090	57,529	243	116	172	31	25	27	54	56	56	\$78,085,704
Shawano	8,490	8,339	16,829	242	129	183	29	15	21	63	54	58	\$22,842,467
Sheboygan	20,734	20,746	41,480	278	175	223	18	19	19	57	52	54	\$56,301,952
St. Croix	57,513	56,990	114,503	201	104	144	45	36	39	65	62	64	\$155,418,091
Taylor	9,969	9,744	19,713	194	126	156	16	29	24	71	38	53	\$26,757,000
Trempealeau	13,814	13,744	27,558	248	121	178	17	10	13	53	65	61	\$37,405,236
Vernon	14,178	14,519	28,697	250	111	172	43	39	40	66	68	69	\$38,951,232
Vilas	10,884	11,007	21,891	239	112	170	20	23	22	63	51	56	\$29,713,260

*National population estimate 2002, U.S. Census Bureau, Population Division

<http://www.census.gov/popest/national/asrh/NC-EST2003/NC-EST2003-01.pdf>

Wisconsin population estimates 2003, Bureau of Health information, Division of Public Health, Wisconsin Department of Health and Family Services, <http://dhfs.wisconsin.gov/population/02demog/wisconsin.htm>

** US Deaths: Final Data for 2001, National Vital Statistics Reports, Vol. 52, No. 3, September 18, 2003

** WI Deaths: Wisconsin Deaths, 1997- 2003 (PHC5638), Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services

American Heart Association. Heart Disease and Stroke Statistics- 2005 Update. Dallas, TX:

American Heart Association; 2005.

**Direct costs include hospital charge, physician visits and other medical expense .

Indirect costs include lost productivity due to morbidity and/or mortality

	Estimated Population*			Death Rates (per 100,000 population)**									Estimated Annual Cardiovascular Disease Costs
				Coronary Heart Disease			Congestive Heart Failure			Stroke			
Male	Female	Total	M	F	T	M	F	T	M	F	T		
US	141,533,000	146,440,000	287,973,000	182	171	176	16	20	24	45	69	57	\$393,500,000,000
Wisconsin	2,720,470	2,777,909	5,498,379	216	117	159	26	21	23	64	59	61	\$7,513,246,507
Walworth	48,186	48,316	96,502	217	124	165	24	21	22	50	59	56	\$130,984,835
Washburn	8,373	8,229	16,602	242	147	191	23	19	21	61	58	60	\$22,534,354
Washington	61,053	61,340	122,393	197	109	148	24	16	19	74	62	67	\$166,127,406
Waukesha	183,522	189,355	372,877	208	125	160	22	18	20	62	56	59	\$506,116,271
Waupaca	26,503	26,374	52,877	267	144	201	35	23	27	92	76	84	\$71,771,415
Waushara	12,601	11,758	24,359	283	158	215	46	41	42	40	51	47	\$33,063,145
Winnebago	80,009	80,170	160,179	171	91	124	25	16	19	65	57	60	\$217,415,390
Wood	37,206	38,657	75,863	185	92	131	18	15	17	53	45	49	\$102,970,949

*National population estimate 2002, U.S. Census Bureau, Population Division

<http://www.census.gov/popest/national/asrh/NC-EST2003/NC-EST2003-01.pdf>

Wisconsin population estimates 2003, Bureau of Health information, Division of Public Health, Wisconsin Department of Health and Family Services, <http://dhfs.wisconsin.gov/population/02demog/wisconsin.htm>

** US Deaths: Final Data for 2001, National Vital Statistics Reports, Vol. 52, No. 3, September 18, 2003

** WI Deaths: Wisconsin Deaths, 1997- 2003 (PHC5638), Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services

American Heart Association. Heart Disease and Stroke Statistics- 2005 Update. Dallas, TX: American Heart Association; 2005.

**Direct costs include hospital charge, physician visits and other medical expense .

Indirect costs include lost productivity due to morbidity and/or mortality

Burden of
Cardiovascular Disease
In Wisconsin

TECHNICAL NOTES

TECHNICAL NOTES

Age-adjusted rates: An age-adjusted rate provides a single summary measure that allows one to examine the comparative likelihood of experiencing a condition in two populations, despite differences in age structures. An age-adjusted rate has meaning only as a point of comparison to other rates that have been adjusted in the same way. The direct method for calculation of age-adjusted rates is carried out by weighting the actual, age-specific rates in a population of interest by the proportionate age distribution of a standard population. The weighted age-specific rates are then summed across the age categories to provide the age-adjusted rate. Throughout this report, we used the year 2000 U.S. population as the standard population for age-adjustment.

Body Mass Index (BMI): A mathematical formula to assess body weight relative to height. The measure correlates highly with body fat. BMI was calculated as weight in kilograms divided by the square of height in meters (Kg/m²).

Mortality data: Mortality data are from the Wisconsin Bureau of Health Information (BHI) (1997-2003), Division of Health Care Financing, Department of Health and Family Services. Prior to 1999, causes of death were coded using the International Classification of Diseases, Ninth Revision (ICD-9). Beginning in 1999, causes of death are coded using the International Classification of Diseases, Tenth Revision (ICD-10).

1. A Coronary (Ischemic) Heart Disease (CHD) death prior to 1999 is defined as the reporting of an ICD-9 code 410 – 414.9, 429.2 in “Underlying Cause of Death” on the death certificate. A Coronary (Ischemic) Heart Disease death in 1999 to 2002 is defined as the reporting of an ICD-10 code I20 – I25 in “Underlying Cause of Death” on the death certificate.
2. A Congestive Heart Failure (CHF) death prior to 1999 is defined as the reporting of an ICD-9 code 428 in “Underlying Cause of Death” on the death certificate. A Congestive Heart Failure (CHF) death in 1999 to 2003 is defined as the reporting of an ICD-10 code I50 in “Underlying Cause of Death” on the death certificate.
3. A Stroke death prior to 1999 is defined as the reporting of an ICD-9 code 430 – 438 in “Underlying Cause of Death” on the death certificate. A Stroke death in 1999 to 2003 is defined as the reporting of an ICD-10 code I60 – I69 in “Underlying Cause of Death” on the death certificate.

In this report, a comparability ratio was used to adjust for the coding changes that occurred when using ICD-9 from 1997 to 1998 and ICD-10 from 1999 to 2003. This in effect makes the data comparable throughout the time period. Mortality data includes deaths of all ages, and data are age-adjusted to the 2000 U.S. standard population.

Population: The year 2000 United States standard population was provided by the United States Census Bureau. Wisconsin population estimates were provided by the Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services.

Risk factors: All risk factor data are from the 2003 Wisconsin Behavioral Risk Factor Surveillance System (BRFSS). All percentages are rounded to the nearest whole percent. Information on risk factors includes only those persons 18 years and older.

1. Body mass index (BMI) is defined as weight in kilograms divided by height in meters squared (kg/m^2). Obese is defined as a BMI of $30 \text{ kg}/\text{m}^2$ or above and overweight is defined as a BMI of $25 \text{ kg}/\text{m}^2$ or above. Therefore, the percentage of persons who are overweight includes those who are obese.
2. The definition of high blood pressure is the percentage of persons who answered “Yes” to the question “Have you ever been told by a doctor, nurse, or other health professional that you have high blood pressure?”
3. The definition of high cholesterol is the percentage of persons who answered “Yes” to the question “Have you ever been told by a doctor or other health professional that your blood cholesterol is high?”
4. The definition of lack of physical activity is “Do not meet the recommended guidelines for moderate physical activity.”
5. The definition of current smoker is the percentage of persons who have ever smoked 100 cigarettes in their lifetime and reported smoking every day or some days.
6. The definition of less than 5 servings of fruit/vegetables is the percentage of persons who report they do not consume five or more servings a day.
7. The definition of diabetes is the percentage of persons who answered “Yes” to the question “Have you ever been told by a doctor that you have diabetes?”

The total cost: The total cost includes direct costs and indirect costs are the economic burden caused by cardiovascular diseases. Direct cost is defined as medical expenditures attributable to cardiovascular diseases include hospital costs, nursing home costs, physician or other professional charges, drug or other medical durables, and home health care. Indirect cost is defined as those related to foregone earnings due to disability and mortality attributable to cardiovascular diseases. The total cost information for Wisconsin was estimated from the American Heart Association’s estimates, American Heart Association. Heart Disease and Stroke Statistics -- 2005 Update, American Heart Association, Dallas TX, 2005.

Data Sources

Behavioral Risk Factor Surveillance System: The Behavioral Risk Factor Surveillance System (BRFSS) is a representative, statewide telephone survey of Wisconsin household residents 18 years of age and older. The survey employs a stratified sample design and results are weighted to account for non-response, sample design, and the number of adults in each household. Percentages are weighted to estimate the proportion of the Wisconsin adult population household who engage in health-risk behaviors and the percentage who utilize particular health screening procedures.

Death (Mortality) Data: Wisconsin mortality data are based on resident death certificates filed with the State Registrar, Wisconsin Department of Health and Family Services, Vital Records Section, as mandated by Chapter 69 of the Wisconsin Statutes. Most resident deaths occurred in Wisconsin, although the death file includes certificates for Wisconsin residents who died in other states and countries as well.

Wisconsin Population: Population estimates were produced by the Bureau of Health Information (BHI), Division of Health Care Financing, Wisconsin Department of Health and Family Services. The BHI produces mid-year population estimates for the counties and state of Wisconsin by age and sex categories for non-census years. Estimates are used to calculate population-based health statistics. The estimates are compared to the U.S. Census Bureau's 2000 base estimates, which reflect Census Bureau modifications to the Census 2000 population counts. The 2000 base estimates differ from the Census counts for just seven Wisconsin counties: Adams, Marquette, Oconto, Sheboygan, Washington, Waupaca, and Waushara.

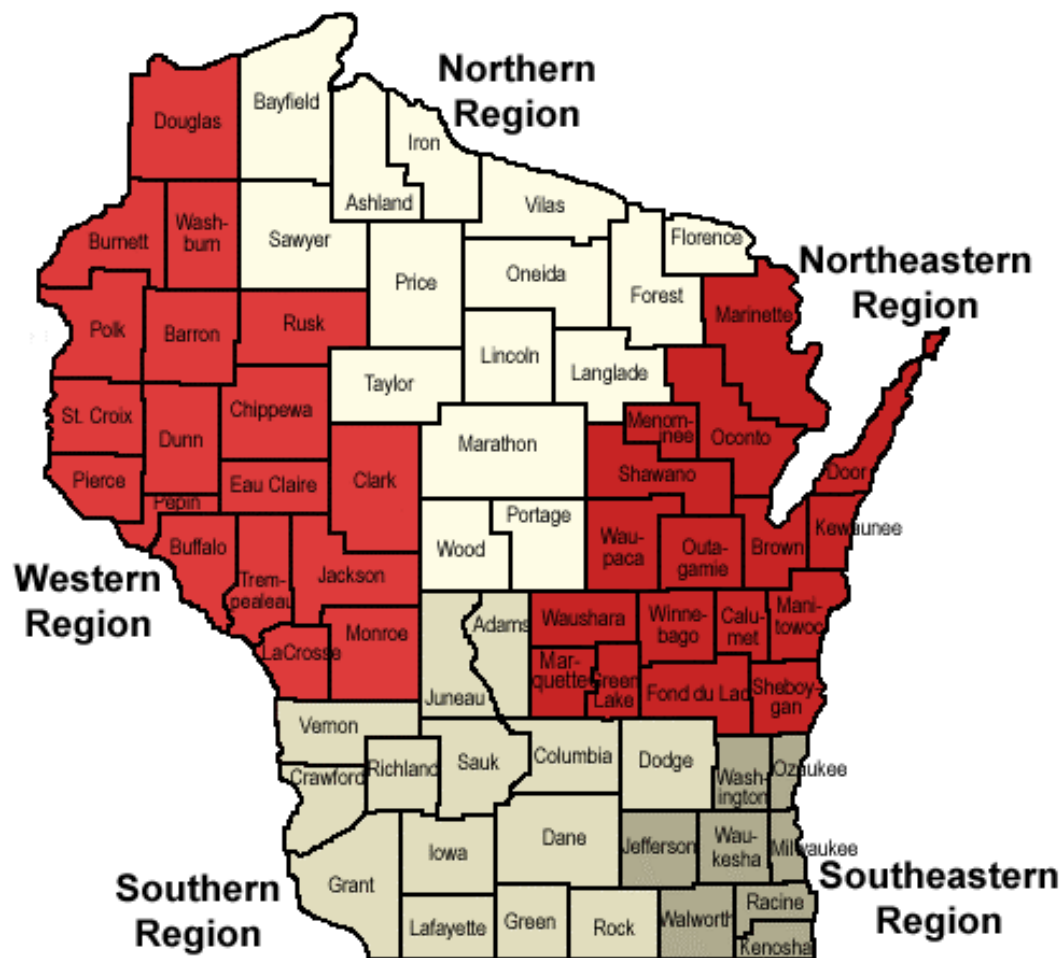
Year 2000 United States Standard Population: The year 2000 United States standard population consists of an age-specific population distribution, which was projected for the United States in the year of 2000 by the United States Census Bureau. Beginning with data published in 1999, the Centers for Disease Control and Prevention have recommended that the year 2000 United States standard population was used in calculation of all age-adjusted rates based on the direct method. Estimates are available at <http://www.census.gov/popest/national>.

REFERENCES

1. Wisconsin Hospitalization Discharge 2002, Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services, Madison, WI.
2. Wisconsin Deaths 1997-2003, Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services, Madison, WI.
3. Wisconsin BRFSS 2003, Bureau of Health Information, Division of Health Care Financing, Wisconsin Department of Health and Family Services, Madison, WI.
4. American Heart Association. Heart Disease and Stroke Statistics -- 2005 Update, American Heart Association, Dallas TX, 2005.
5. Preventing Cardiovascular Events in Persons at Risk or With Established Cardiovascular Disease, Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Community Health Promotion-PPH 43073.
http://dhfs.wisconsin.gov/health/cardiovascular/pdf_files/PractitionerToolGuide.pdf
6. Pearson TA et al. AHA Guidelines for Primary Prevention of Cardiovascular Disease and Stroke: 2002 Update. *Circulation*. 2002; 106: 388–391.
7. Agency for Healthcare Policy and Research. Treating Tobacco Use and Dependence: US Department of Health and Human Services Public Health Services Report. Washington, DC: US Government Printing Office; 2000.
8. The Sixth Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure. Bethesda, MD: National Institutes of Health, National Heart, Lung, and Blood Institute; 1998.NIH Publication 98–4080.
9. Krauss RM, Eckel RH, Howard B, et al. AHA dietary guidelines: revision 2000: a statement for healthcare professionals from the Nutrition Committee of the American Heart Association. *Circulation*. 2000; 102: 2284–2299.
10. Pearson TA. Alcohol and heart disease. *Circulation*. 1996; 94: 3023–3025.
11. Executive Summary of the Third Report of the National Cholesterol Education Program (NCEP) Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III). *JAMA*. 2001; 285: 2486–2497.
12. Fletcher GF, Balady G, Blair SN, et al. Statement on exercise: benefits and recommendations for physical activity programs for all Americans. A statement for health professionals by the Committee on Exercise and Cardiac Rehabilitation of the Council on Clinical Cardiology, American Heart Association. *Circulation*. 1996; 94: 857–862.
13. Pollock ML, Franklin BA, Balady GJ, et al. AHA Science Advisory. Resistance exercise in individuals with and without cardiovascular disease: benefits, rationale, safety, and prescription: an advisory from the Committee on Exercise, Rehabilitation, and Prevention, Council on Clinical Cardiology, American Heart Association; Position paper endorsed by the American College of Sports Medicine. *Circulation*. 2000; 101: 828–833.
14. Eckel RH. Obesity and heart disease: a statement for healthcare professionals from the Nutrition Committee, American Heart Association. *Circulation*. 1997; 96: 3248–3250.

The Cardiovascular Health Program, Bureau of Community Health and Promotion, Division of Public Health, Wisconsin Department of Health and Family Services compiled data and information for this report. May 2005.

Figure 1: Department of Health and Family Services Regions



Northeastern Regional Office

200 N. Jefferson Street, Suite 511
Green Bay, WI 54301-5123
Telephone: 920-448-5223
Fax: 920-448-5265
Director: Dennis Hibray

Northern Regional Office

1853 N. Stevens Street
Rhineland, WI 54501
Telephone: 715-365-2700
Fax: 715-365-2705
Director: Terri Timmers

Southeastern Regional Office

819 N. 6th Street, Room 675
Milwaukee, WI 53203-1697
Telephone: 414-227-4860
Fax: 414-227-2010
Director: Robert Harris

Southern Regional Office

2917 International Lane, Suite 120
Madison, WI 53704
Telephone: 608-243-2351
Fax: 608-243-2365
Director: Mary Young

Western Regional Office

610 Gibson Street, Suite 3
Eau Claire, WI 54701-3687
Telephone: 715-836-5362
Fax: 715-836-6686
Director: Larry Gilbertson

American Heart Association Mission Statement

The American Heart Association is a national voluntary health agency whose mission is to reduce disability and death from cardiovascular diseases and stroke.

2010 Goal

Reduce coronary heart disease, stroke and risk by 25 percent.